

Taking, Storing and Using Images* of Children Policy

**References to 'images' or 'photos' hereto also includes videos and recordings*

1. This Policy

This Policy is intended to provide information to pupils, staff and any individuals with parental responsibility (hereto referred as "parents") about how images of pupils are used by Eaton Square Prep and Nursery Schools ("the School"). It also covers the School's approach to the use of devices with photography and videography functions (such as cameras, phones and tablets) at School events and on School premises by parents, pupils, visitors and the media.

It applies in addition to the School's Terms and Conditions, and any other information the School may provide about a particular use of pupil images and more general information about use of pupils' personal data, such as the School's Privacy Policy. Images of pupils in a safeguarding context are dealt with under the School's relevant safeguarding policies.

2. Key Points

Certain uses of images are necessary for the ordinary running of the School (such as identification and security) and are in the legitimate interests of the School and its community. They are unlikely to cause any negative impact on children. The School is entitled lawfully to process such images and take decisions about how to use them, subject to any reasonable objections raised.

Parents who accept a place for their child at the School are required to indicate agreement to the School's use of images of their child as set out in this Policy via i) the Terms and Conditions sent with the child's Offer Letter, ii) the Consent Form attached to the child's Welcome Pack and iii) from time to time if a particular use of the pupil's image is requested by the School. Parents should be aware that certain uses of their child's images may be necessary or unavoidable (for example, if they are included incidentally in a photograph required for the identification or security of another pupil).

Any parent who wishes to limit the use of images of a pupil for whom they are responsible should indicate this, before the child starts at School, in the Consent Form and/or by contacting the Admissions Manager in writing at registrar@eatonsquareschools.com. The School will respect the wishes of parents wherever reasonably possible and in accordance with this Policy.

We hope parents will feel able to support the School in using pupil images to celebrate the achievements of pupils, to promote the work of the School and for important administrative purposes, such as identification and security.

3. Use of Pupil Images in School Communications

Unless the parent has requested otherwise, the School will use images of its pupils for **internal communication** (to keep the School community updated on the activities of the School), and for **external communication** (i.e. for marketing and promotional purposes). Examples of these types of communication are found below.

Internal Communication:



- Internal displays, including digital and conventional notice boards within the School premises
- Digital and print communications with the School community (parents, pupils, staff, governors and alumni), such as email, School intranet and by post

External Forms of Communication:

- The School's website: www.eatonsquareschools.com
- The School's social media channels, such as Twitter, Instagram and Facebook
- The School's prospectus
- Online, print and other external advertisements or promotion of the School
- All above forms of communication for Dukes Education (of which the School is a part)

Such external forms of communication would not normally include pupil's names without permission. In some circumstances the School will seek the parent's specific consent, depending on the nature of the image or the use.

The source of these images will predominantly be the School's staff (who are subject to policies and rules in how and when to take such images), or a professional photographer used for marketing and promotional purposes, or occasionally pupils. The School will only use images of pupils in suitable dress and the images will be stored securely and centrally.

4. Use of Pupil Images for Identification and Security

All pupils are photographed when starting at the School and, thereafter, at regular intervals, for the purposes of internal identification. These photographs identify the pupil by name, year group, house and form/tutor group.

5. Use of Pupil Images in the Media

Where practicably possible, the School will always notify parents in advance when the media is expected to attend an event or School activity in which School pupils are participating. The School will make every reasonable effort to ensure that any pupil whose parent has refused permission for that pupil to be photographed or filmed by the media, is not photographed or filmed; nor are any image(s) of that child provided for media purposes.

The media often request the names of the relevant pupils to go alongside the photos. These will only be provided where parents have consented as appropriate.

6. Security of Pupil Images

Professional photographers and the media are accompanied at all times by a member of staff when on School premises. The School uses only reputable, professional photographers and makes every effort to ensure that any images of pupils are held by them securely, responsibly and in accordance with the School's instructions.

The School takes appropriate technical and organisational security measures to ensure that images of pupils held by the School are kept securely on School systems and protected from loss or misuse. The School will take reasonable steps to ensure that members of staff only have access to images of pupils held by the School where it is necessary for them to do so.

All staff are required to understand and adhere to this Policy, and to recognise the importance of ensuring that images of pupils are made and used responsibly, only for School purposes, and in accordance with School policies and the law.

7. Parent Use of Devices with Photography and Videography Functions

Parents are welcome to take photos of their own children taking part in School life, subject to the following guidelines, which the School expects all parents to follow:

- Parents may not take photographs of other pupils, except incidentally as part of a group shot, without the prior agreement of that pupil's parents.
- **Parents are reminded that such images are for personal use only.** Images which may, expressly or not, identify other pupils should not be made accessible to others via the internet (for example on Facebook or Instagram) or published in any other way.
- Photos of events and activities where parents may want the class or activity photographed will be taken by the School and then disseminated to the relevant parents. Once received, the photos are not to be shared with others.
- If a nominated representative of a class or group is charged with recording an event through photos or film, in all cases the resulting photos must be sent to the School whereby they will then be issued to the relevant parties who can only use the photos in accordance with this Policy. Once received the photos are not to be shared with any other people and must be deleted from the device.
- Parents may not film or take photographs in changing rooms or backstage during School productions, nor in any other circumstances in which photography or filming may embarrass or upset pupils.
- When an event is held indoors, such as a play or a concert, parents should be mindful of the need to use their cameras and filming devices with consideration and courtesy for performers on stage and the comfort of others. Flash photography can disturb others in the audience, or even cause distress for those with medical conditions. The School therefore asks that flash photography is not used at indoor events.
- The School reserves the right to refuse or withdraw permission to take photos (at a specific event or more generally), from any parent who does not follow these guidelines, or is otherwise reasonably felt to be taking inappropriate images.
- The School sometimes records School events professionally (or engages a professional photographer or film company to do so), in which case digital copies may be made available to parents for purchase. Parents of pupils taking part in such events will be consulted if it is intended to make such recordings available more widely.
- Parents are reminded that Copyright issues may prevent the School from permitting the filming or recording of some plays and concerts. The School will always inform parents in advance of events where issues of Copyright apply.



8. Use of Devices with Photography and Videography Functions by any other individuals on School premises


The School frequently hosts visitors, such as prospective parents. No visitor is permitted to take photos of children in the School. They are permitted to take photos of School premises, so long as no children without the required level of consent feature in the image.

9. Pupil Use of Devices with Photography and Videography Functions

All pupils are encouraged to look after each other, and to report any concerns about the misuse of technology, or any worrying issues to a member of the pastoral staff.

The use of any device with the ability to take photos is not allowed in toilets, washing or changing areas, nor can they be used by pupils in a manner that may offend or cause upset.

The misuse of such devices or imagery in a way that breaches this Policy, or the School's Anti-Bullying Policy, eSafety Policy, IT Acceptable Use Policy, Safeguarding Policy or the School Rules is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.

Authorised by	Trish Watt - Head 
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