



USE OF PUPIL IMAGES POLICY

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**Committee Member
responsible:** Seren Wildwood

Reviewed by: SLT

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Signed: Seren Wildwood
Clerk of School Committee

1 Scope

- 1.1 This policy is a whole school policy and relates to both the senior school and junior school (including the Early Years Foundation Stage).
- 1.2 It applies in addition to the School's terms and conditions, other information the school may provide about a particular use of student images, and more general information about use of students' personal data as set out in the School's Data Protection policy and procedure.

2 Aims

- 2.1 This policy is intended to provide information to students and their parents, carers or guardians (referred to in this policy as 'parents') about how images of students are normally used by the School. It also covers the School's approach to the use of cameras and filming equipment at school events and on school premises by parents and students themselves, and the media.

3 Introduction

- 3.1 Generally, images of students are used for School and family use, and those that appear in the press are a source of pleasure and pride that can enhance the students' experience and self-esteem.
- 3.2 Most professionals and Oxfordshire Safeguarding Children Board (OSCB) believe that the risk of a child being directly targeted for abuse through being identified by a stranger to be so small that, providing reasonable steps are in place to safeguard students, the practice of photography at school events by families, the School, and the media, should be allowed.
- 3.3 We hope parents will feel able to support the school in its use of student images to celebrate the achievements of students, promote the work of the school, and for important administrative purposes such as identification and security.

4 Consent

- 4.1 The image of a child is defined as personal data as outlined in the Data Protection Act 1998. It is a requirement that consent is obtained from the parent of a child or young person under the age of 18 years for any photographs or video recordings of that child for purposes beyond the school's core educational function.
- 4.2 Parents who accept a place for their child at the school are invited to agree to the school using images of him/her as set out in this policy via the permission form included with the school's joining information. By signing the permission form parents are giving consent which will be updated annually when parents are asked to update the data collection sheet on their child.
- 4.3 Parents who wish to withhold or subsequently withdraw consent should contact the Head in writing. The School might request a meeting to discuss any particular concerns behind such a decision and will respect the wishes of parents where reasonably possible, and in accordance with this protocol.
- 4.4 The School recognises that children have their own rights under the Data Protection Act, including the right to give or withhold consent to use of their personal data and to be informed about its use, and makes an effort to ensure that:
 - (a) this protocol is drawn to the attention of senior school pupils;
 - (b) students know when and why they are being photographed or filmed by or on behalf of the school; and
 - (c) any objections to the use of their images are, where appropriate, respected.

5 Use of cameras and other filming equipment by parents and visitors

- 5.1 Parents and visitors must obtain permission from the Head, before taking images of children in the Early Years classes. Teachers, visitors and volunteers of EYFS are NOT permitted to have their phones in the classroom.
- 5.2 Parents and visitors are ONLY permitted to take photographs or to make video recordings of their own children and for their own personal use. Recording and/or photographing other than for private use would require the consent of the other parents or guardians whose children may be captured on film, without which the Data Protection Act 1998 would be breached. Images which may identify other students should NEVER be made accessible to others via the internet, or published in any other way.
- 5.3 Parents and visitors may be asked to refrain from taking photographs or recordings of students should the school decide that the taking of such photographs or recordings may compromise the safety and/or welfare of a student or students, or be overly intrusive.
- 5.4 The School reserves the right to refuse or withdraw permission to film or take photographs (at a specific event or more generally), from any parent who does not follow these guidelines, or is otherwise reasonably felt to be making inappropriate images.

6 Use of cameras and other filming equipment by staff and volunteers

- 6.1 Staff and volunteers are permitted to take images of students only if such images are for use in contributing to the educational and broader aims of Sibford School. Where possible, images should be taken using school equipment but where personal equipment is used the images should be loaded onto the school's IT system as soon as possible (48hrs maximum or when returning from a school trip, as soon as is practicable) and deleted from the personal equipment.
- 6.2 If a member of staff or volunteer takes an image of a student whilst in his/her capacity as an individual, in his/her own time, in the capacity of parent or guardian, or as a parent or guardian of a friend of a student, it is the responsibility of that member of staff or volunteer to ensure that the image is appropriate, stored properly and does not breach any laws of England and Wales in its content or in the way it is used.

7 Use of cameras and other filming equipment by students

- 7.1 All students 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 staff.
- 7.2 The use of cameras or filming equipment (including on mobile phones) is not permitted at school by pupils at any time without staff permission but in particular in toilets, washing or changing areas. Nor should photography or filming equipment be used by students in a manner that may offend or cause upset. This includes the boarding houses where boarders must not have their privacy compromised.
- 7.3 The misuse of cameras or filming equipment which breaches this policy, or the school's Child Protection/Safeguarding Policy, Social Respect (anti-bullying) Policy, Data Protection policy, IT Acceptable Use Policy or the School rules is always taken seriously, and may be the subject of disciplinary procedures. The misuse of images may also be a criminal offence and may be reported to the police.

8 Use of student images in School publicity

- 8.1 Sibford School positively encourages outside interest in its activities. The School uses a wide range of media to create awareness of the School, its aims and objectives amongst past, present and future parents and students, the wider educational establishment and the public at large.

- 8.2 Photographs, images and other pictorial representations of students and students' activities and expeditions will appear in school publications, displays, web pages, reports, media releases, advertising and public relations materials.
- 8.3 The School will approve all images used for press and public relations purposes. A member of staff (or authorised adult representative) will be present when an image is taken by the press or broadcast media in relation to an authorised press release or broadcast from the School. All press and broadcast contacts must go via the Head/Senior Designated Safeguarding Lead who will ensure that the images are suitable for purpose and are in accordance with the Quaker values of the School.

9 Use of student images for identification and security

- 9.1 All students are photographed on entering the school and, thereafter, at regular intervals, for the purposes of internal identification. These photographs identify the student by name, year group, house and form/tutor group.

10 Use of student names

- 10.1 It is the School's policy to use students' first names only in the press and other broadcast media, newsletters, magazines, annual reports and other similar publications. These publications may also appear on the School website.
- 10.2 Students in the Junior School will be identified **only** by first name. The full names of students in the Senior School may be used, in rare circumstances, with the permission of the Head/Senior Designated Safeguarding Lead and parents/guardians. Normally only first names will be used especially where students are identified on online social media, in photographs or videos.

11 Safeguarding

- 11.1 The inappropriate taking and use of student and other community images will be taken seriously and with due regard to the school's Safeguarding and Child Protection Policy, the Malicious Communications Act 1988 and the Data Protection Act 1989.
- 11.2 Images of children will only be used if they are in suitable clothing. Staff wishing to use images of students should consider the type of images that appropriately represent the school and the activity being portrayed. There are many activities schools can be involved in but, clearly, activities such as swimming, gymnastics and athletics present a higher risk for potential misuse than others. Images of these activities should focus on the activity rather than on a particular child; they should avoid showing the full face and body of a child; they should show children either in the water, or from the shoulders up. Staff must check with the Senior Designated Safeguarding Lead if they are unsure about what is appropriate; keeping children safe is always our first priority.

12 Concerns

- 12.1 Any concerns about inappropriate or intrusive photography should be raised immediately with the event organiser or any member of staff. The Senior Designated Safeguarding Lead (SDSL) should be informed and will consider what further action should be taken.

This policy should be read alongside the following policies:

Social Respect (Anti-Bullying) Policy
Data Protection Policy and Procedure
Pupil Computer Acceptable Use Policy
Staff Handbook

Child Protection and Safeguarding Policy
Staff Computer Acceptable Use Protocol
Staff Code of Conduct