



## **Taking, Storing and Using Images of Pupils Policy**

### **1. This Policy**

- This Policy is intended to provide information to pupils and their parents, carers or guardians (referred to in this policy as "parents") or visitors to the school about how images of pupils are normally used by Redmaids' High School ("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 pupils themselves, 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, including (e.g. our CCTV Policy); and more general information about use of pupils' personal data, as outlined in our Privacy Notices. Images of pupils in a safeguarding context are dealt with under the school's relevant safeguarding policies (for example our Safeguarding & Child Protection Policy). All additional policies referred to in this document are available on our school website : <https://www.redmaidshigh.co.uk/about-us-school-policies>

### **2. General points to be aware of**

- Certain uses of images are necessary for the ordinary running of the school; other uses are in the legitimate interests of the school and its community and 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 invited to indicate to agree to the school using images of her as set out in this policy, by signing the relevant pre-populated data collection forms provided by our Admissions Team, and/or from time to time if a particular use of the pupil's image is requested. Consent is refreshed annually. However, parents should be aware of the fact that certain uses of their child's images may be necessary or unavoidable (for example if they are included incidentally in CCTV or a photograph or used on our database for identification, see below). Our approach to processing CCTV images is outlined in our CCTV and minibus dashboard camera policy.

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- We hope parents will feel able to support the school in using pupil images to celebrate the achievements of pupils, sporting and academic; to promote the work of the school; and for important administrative purposes such as identification and security. Sometimes we use photographs and videos for teaching purposes, for example, to record a drama or sports lesson or as part of examination evidence
- Any parent who wishes to limit the use of images of a pupil for whom they are responsible should contact their form tutor in writing or by contacting our Compliance Officer directly at [privacy@redmaidshigh.co.uk](mailto:privacy@redmaidshigh.co.uk). The School will respect the wishes of parents/carers (and indeed pupils themselves) wherever reasonably possible, and in accordance with this policy.
- Parents should be aware that, from around the age of 12 and upwards, the law recognises pupils' own rights to have a say in how their personal data is used – including images.

### **3. Use of Pupil Images in School Publications**

- Unless the relevant pupil or her parent has requested otherwise, the school will use images of its pupils to keep the school community updated on the activities of the school, and for marketing and promotional purposes, including:
  - on internal displays (including clips of moving images) on digital and conventional notice boards within the school premises;
  - in communications with the school community (parents, pupils, staff, Governors and alumni) including by email, on the school intranet and by post;
  - on the school's website and, where appropriate, via the school's social media channels, e.g. Twitter, Instagram and Facebook. Such images would not normally be accompanied by the pupil's full name without permission; and
  - in the school's prospectus, and in online, press and other external advertisements for the school. Such external advertising would not normally include pupils' names (and in some circumstances the school will seek the parent or pupil'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.

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#### **4. Use of Pupil Images for Identification and Security**

- All pupils are photographed on entering the school for the purposes of internal identification. These photographs identify the pupil by name, year group, house and form/tutor group. This process is repeated in Years 9 and 11.
- CCTV is in use on school premises, and will sometimes capture images of pupils. Images captured on the School's CCTV system are used in accordance with our Privacy Notices and CCTV and minibus dashboard camera policy and any other information or policies concerning CCTV which may be published by the school from time to time.
- The School minibuses are fitted with cameras on the dashboards. These will record footage from the front of the vehicle once the ignition is switched on and while the vehicle is moving. They will also record should an impact occur on the vehicle whilst it is stationary and unattended. When the minibus is on school premises sometimes images of pupils will be captured.

#### **5. Use of Pupil Images in the Media**

- Where practicably possible, the school will always notify either the parents/guardians or the pupil (in line with our Privacy Notices which outline our approach to consent) in advance when the media is expected to attend an event or school activity in which school pupils are participating, and will make every reasonable effort to ensure that any pupil whose parent or carer has refused permission for images of that pupil, or themselves, to be made in these circumstances are not photographed or filmed by the media, nor such images provided for media purposes.
- The media often asks for the names of the relevant pupils to go alongside the images. These will be provided if parent (for children in Year 3 to Year 6) or child (Year 7 upwards) consent is 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.

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- All staff are given guidance on the school's Policy on Taking, Storing and Using Images of Pupils, and on 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. Sections 7 and 8 therefore outline our guidance to other individuals who may take or store images, namely parents/guardians and/or pupils.

## **7. Use of video conferencing during remote learning**

From time to time, for example because of government guidance or an inability to use part or all of the school site for other reasons, it may be necessary for the school to teach remotely using a platform such as Microsoft Teams or Zoom. It may also be necessary or desirable to record lessons, for safeguarding, for absent students or for revision.

These videos should be retained for as long as they are required for the purpose for which they were taken. For most recordings this will be for 28 days but others may be kept longer for revision purposes, but no longer than 1 year.

## **8. Use of Cameras and Filming Equipment (including mobile phones) by Parents/Guardians**

- Parents, guardians or close family members (hereafter, parents) are welcome to take photographs of (and where appropriate, film) their own children taking part in school events, either on school premises or elsewhere, subject to the following guidelines, which the school expects all parents to follow:
  - 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 cast members or 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 it is not used at indoor events.
  - Parents are asked not to take photographs of other pupils, except incidentally as part of a group shot, without the prior agreement of that pupil's parents or the pupil themselves.
  - 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 published in any other way.
  - 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 print a reminder in the programme of events where issues of copyright apply.

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- 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.
- 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.

The school sometimes records plays and concerts professionally (or engages a professional photographer or film company to do so), in which case CD, DVD or digital copies may be made available to parents for purchase. Parents of pupils taking part in such plays and concerts will be consulted if it is intended to make such recordings available more widely.

### **9. Use of Cameras and Filming Equipment by Pupils**

- 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 misuse of cameras or filming equipment by pupils to film or photograph each other to purposefully embarrass, humiliate or harm their peers will be dealt with in line with the school's Anti-bullying Policy Statement and Behaviour and Sanctions Policy.
- The use of cameras or filming equipment (including on mobile phones, iPads or smart watches) is not allowed in toilets, washing or changing areas, nor should photography or filming equipment be used by pupils in a manner that may offend or cause upset.
- The misuse of images, cameras or filming equipment in a way that breaches this Policy, or the school's Anti-Bullying Policy, Data Protection Policy, Privacy Notices for Parents, Pupils, Staff and Visitors, ICT Acceptable Use Policy, Safeguarding Policy, Behaviour and Sanctions Policy, Student Mobile Device and ICT Acceptable Use or PHSE Policy is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.

**Kate Doarks/Paul Dwyer/Lisa Brown/Richard Bacon April 2021**

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