Taking, Storing and Using Images of Pupils Policy

This is a Whole School Policy including those in the EYFS (Early Years Foundation Stage).

Introduction

This policy is intended to provide information about how images of pupils are used by Caversham Prep School. It also covers the School's approach to the use of cameras and filming equipment at School events, trips and on School premises by staff, parents and pupils themselves, and in the media. This policy has regard for the School's Terms and Conditions, Parents' Contracts and GDPR.

Taking Images

Certain uses of images are necessary in the normal day-to-day running of the School. Other uses are in the legitimate interests of the School and its community and should not cause any negative impact on our children. The School is entitled lawfully to process such images and take decisions about how to use them, subject to any reasonable objections raised.

Parental Permission

When parents accept a place for their child at the School they are invited to indicate their agreement to the School for using images of their child as set out in these guidelines. They sign a Consent Form and from time to time if a particular use of the pupil's image is requested will be asked for written permission for that use. 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, video or a photograph.

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.

However, any parent who wishes to limit the use of images of a pupil they should attach a letter to the Consent Form, detailing their wishes in writing. The School will respect the wishes of parents/carers (and indeed pupils themselves) wherever reasonably possible, and in accordance with these guidelines.

Use of Pupil Images in School Publications

Unless the relevant pupil or his 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 on notice boards within the School premises;
- In communications with the School community (parents, pupils, staff, proprietors and alumni) including by email and by post;
- On the School's website and, where appropriate, via the School's social media channels. 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.

Use of Pupil Images for Identification and Security

All pupils are photographed once a year for the purposes of internal identification. These photographs identify the pupil by name, year group and other groupings such as clubs, teams, membership of groups such as choir, drama performance, School Council.

CCTV is in use on entry to the School premises and will sometimes capture images of pupils. Images captured on the School's CCTV system are used in accordance with the School's Data Protection Policy, and any other information or policies concerning CCTV which may be published by the School from time to time.

Use of Pupil Images in the Media

Where practicably possible, the School will notify parents 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, and these will be provided where parents have been informed about the media's visit and either parent or pupil has consented as appropriate.

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.

Images of pupils on trips, including Residential Trips may also be taken by School Staff, accompanying Parents or a professional photographer.

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 given guidance in the School's 'Acceptable Use Guidelines' which they are required to read and sign when they join the School 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.

Pupils who have left the School

The School will hold images of children on the Office Computer only for as long as is necessary.

Images of children who have left the School may still be on display in the School, on the School Website, on social media or Marketing material such as the School Prospectus. Children's images will be removed as soon as is practicably possible and we will be sensitive to Parent's requests for images to be removed, again if practicably possible, for example, an image can be removed from the website but will not be able to be removed from a prospectus until the end of the life of the prospectus.

Images on Teacher's classroom computers, laptops, mobile phones and other mobile devices will be deleted in line with the Teacher's Acceptable Use Guidelines which all teachers sign on entry to the School.

Use of Cameras and Filming Equipment

including mobile phones and other mobile devices) by Parents

Parents are welcome to take photographs of (and where appropriate, film) their own children taking part in School events, 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.
- 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, YouTube or other social media channels), 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.
- 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 productions professionally (or engages a professional photographer or film company to do so), in which case CD, DVD or digital copies are 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.

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 staff.

The use of cameras or filming equipment (including on mobile phones and other mobile devices) is not permitted without the authority of a teacher and only under supervision and are 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 these Guidelines, or the School's Anti-Bullying Policy, Data Protection Policy, ESafety Policy, Behaviour & Discipline Policies, IT Acceptable Use Guidelines, Safeguarding Policy is always taken seriously and may be the subject of disciplinary procedures.

Policy Administration

Linked Policies

This policy also needs to be in line with other school polices and therefore should be read in conjunction with the following school policies:

- Behaviour Policy
- Data Protection Policy
- Data Retention Policy
- Discipline Policy
- ESafety Policy
- IT Acceptable Use for Parents
- IT Acceptable Use for Staff
- Safeguarding Policy

Review Schedule

This policy is subject to 3 yearly reviews unless circumstances require an earlier review.

Update and Review Log

Updated/ Reviewed By	Date	Notes
J Lawson	Sep 2018	Reviewed
A Lawson	April 2021	Formatting and Updating Links
J Lawson	August 2022	Reviewed for staff CPD at the start of the new term
J Lawson	February 2025	Reviewed

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