



Saint Martin's

Taking, Storing and Using Images of Children Policy

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Version	1
Description of changes	New Policy
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Review Date	November 2019

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") about how images of pupils are normally used by St Martin's School (referred to in this policy as "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 parent contract, and any other information the school may provide about a particular use of pupil images, including e.g. signage about the use of CCTV; and more general information about use of pupils' personal data, e.g. the school's Privacy Notice. Images of pupils in a safeguarding context are dealt with under the school's relevant safeguarding 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 agreement to the school using images of her as set out in this policy, by signing a copy of the consent form at Appendix 1 below. 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).
- 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.
- Any parent who wishes to limit the use of images of a pupil for whom they are responsible should contact the Director of Marketing in writing or fill in the form available by email to admissions@saintmartins-school.com. 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 information is used – including images.

3. 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 (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 pupil's 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.

4. Use of Pupil Images for Identification and Security

- All pupils are photographed on entering 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.
- 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 the Privacy Notice and CCTV Policy / any other information or policies concerning CCTV which may be published by the school from time to time.

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, 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.

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 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.

7. Use of Cameras and Filming Equipment (including mobile phones) by Parents

- Parents, guardians or close family members (hereafter, parents) are not permitted to take photographs or film at school events or on the school site.

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.

8. 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 use of cameras or filming equipment (including on mobile phones) 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, or without the permission of a member of school staff.
- The misuse of images, cameras or filming equipment in a way that breaches this Policy, or the school's Anti-Bullying Policy, the Data Protection Policies, E-safety Policy, Acceptable Use Policy, Child Protection Policy or the school's Code of Conduct is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.

Head Teacher: Nicola Smillie

Signature: _____ **Date:** _____

Chair of the Governing Body; Carol McNidder

Signature: _____ **Date:** _____



Appendix 1

Consent Form for photographs and displaying pupil's work

Saint Martin's School believes that celebrating the achievement of pupils in School is an important part of their learning experience and personal development. Taking photographs and videos of pupils for internal display and displaying pupil work enables us to celebrate individual and group successes as a school community. We would also like to use photographs and videos of the School and its pupils to promote the good educational practice of the School. Pupils' full names will never be published externally with their photographs, but may be published internally, for example on display with their work.

We will normally store photographs/words securely in our image library for no longer than 5 years and your consent will expire after this period.

However, your photograph(s)/words may be selected for inclusion in our historical archive and be retained indefinitely.

A full copy of the School's policy on E-safety can be found on the School website.

Please read the questions below, circle your answers and then sign and date the bottom of the form.

- 1 Can we photograph you/your daughter within School, and display this within the School? **YES / NO**
- 2 Can we use your/your daughter's photograph in printed publications eg School prospectus / School Magazine? **YES / NO**
- 3 Can we use your/your daughter's photograph on our website and social media sites eg Facebook / Twitter? **YES / NO**
- 4 Can we use your/your daughter's photograph for publication in a newspaper? **YES / NO**
- 5 Can we video you/your daughter, for example in School productions and concerts? These DVDs may be available for sale to parents. **YES / NO**

Daughter's Name: _____ Form: _____

Signed: _____ Date: _____
(Parent / Guardian)

If Pupil in Year 8 or above

Pupil's Signature: _____ Form: _____

Please note that we require both signatures for consent from Yr 8 and above
Please then return this form to the Admissions Office

