



## POLICY ON TAKING, USING & STORING IMAGES OF CHILDREN

In this policy the following members of staff are referred to:

TITLE	NAME OF STAFF MEMBER
Designated Safeguarding Lead (DSL)	Claire Murdoch
Board Level Lead (BLL)	Deborah Livsey
Head Teacher	Claire Murdoch
NMS Chief Executive Officer	Deborah Livsey

### INTRODUCTION

We are an open and inclusive school community that is very proud of all of the achievements of all of our pupils in their academic, artistic and sporting endeavours. The School celebrates its diversity and gives all of its many visitors a warm welcome. The School particularly welcomes parents to its concerts, plays and sporting events as well as to more formal occasions during the School year.

### PHOTOGRAPHY IN SCHOOL BY STAFF

Photography by teachers of their pupils forms an accepted part of our ethos, curriculum and general education. The School walls are decorated with examples of pupils' work, team photographs and photographs of trips and expeditions in which our pupils have participated. The School's website is updated regularly and all parents are sent weekly newsletters in order to keep them fully abreast with the news of the School's active community. The School may be visited by the media who may take photographs or film footage at a school event. Pupils may, with

parental permission, appear in these images which may then appear in local or national media (press and/or TV).

## 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 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 for example signage indicating the use of CCTV; and more general information about use of pupils' personal data, as detailed in 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 of which to be aware:

- 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 their child as set out in this policy, via the form provided by the School office prior to joining and/or from time to time, if a particular use of the pupil's image is requested. 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)
- Most pupils like to be photographed and to see their work displayed, so 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 fill in the form available from the School office. 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's 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, Directors and Advisors and alumni) including by email and by post;
  - on the School's website and, where appropriate, via the School's social media channels, e.g. Facebook and Instagram. 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.

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

- Photographs of pupils with medical conditions (such as allergic reactions) which may require treatment are held in their classrooms and the School office for identification.
- 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.

### 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 may ask 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 the parent 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

- The use of cameras by parents and visitors within the EYFS setting is not allowed.
- Parents, guardians or close family members (hereafter referred to solely as "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 flash is not used at indoor events.

- Parents are asked not to take photographs of other pupils, except incidentally as part of a group shot, unless they have sought and obtained 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 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.

## 8. Use of Cameras and Filming Equipment by Pupils

- The use of cameras on mobile phones by pupils is not allowed on school premises.
- Pupils may only use cameras and filming equipment under the supervision of a teacher
- 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.
- The misuse of images, cameras or filming equipment in a way that breaches this policy, or the School's Anti-Bullying Policy, Acceptable Use of IT and Remote Working Policy, Bring Your Own Device Policy and E-Safety Policy,

Pupil contract for safe use of the internet and electronic equipment, Child Protection and Safeguarding Policy or the Behaviour Policy is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.

Claire Murdoch  
Head teacher  
August 2023

Review approved by Deborah Livsey CEO  
New Model School Company Limited  
August 2023

Next review date: August 2023

## APPENDIX

### RELATED SAFEGUARDING POLICIES

Please refer to the following policies, all available at our website, which relate to Safeguarding matters and which should be read in conjunction with each other:

- Anti-Bullying Policy
- Behaviour Policy
- Child Protection and Safeguarding Policy
- Educational Visits - EYFS Policy
- Educational Visits Policy
- Health and Safety General Policy
- Induction of New Staff, Board Members and Volunteers in Safeguarding Policy
- Missing Child Policy and Procedures when a Child is not Collected on Time
- e- Safety Policy
- Policy for Pupils on Confidentiality
- Recruitment, Selection and Disclosures Policy
- Staff Code of Conduct Policy
- Taking, Storing and Using Images of Children Policy