

TAKING, STORING AND USING IMAGES OF CHILDREN POLICY

This policy refers to both Wellington Senior School and Wellington Prep School

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Website	Yes

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 Wellington 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. signage about the use of CCTV; and more general information about use of pupils' personal data, (e.g. the School's Privacy Notices). Images of pupils in a safeguarding context are also dealt with under the School's Safeguarding Policy and Child Protection Procedures.

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 agree to the School using images of them as set out in this policy, by signing the Consent Form sent out with the School's Terms and Conditions (see Appendix 1). 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, 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 Mr Rowan MacNeary in writing. The School will always 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, including images, is used.

2. 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, and by post;

- on the School's website and, where appropriate, via the School's social media channels, e.g. Twitter and Facebook. Such images would not normally be accompanied by the pupil's full name; 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 marketing department and other appropriate staff (who are subject to policies and rules in how and when to take such images) in relation to school events, sports or trips. The School will only use images of pupils in suitable dress and the images will be stored securely and centrally.

3. Use of Pupil Images for Identification and Security

All pupils are photographed in September each year, and annually thereafter, 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 any other information or policies concerning CCTV which may be published by the school from time to time.

4. Use of Pupil Images in the Media

For events or school activities in which pupils are participating where the media is expected to attend, we 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 if consent has been given.

5. 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 requires 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, and in particular 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 the School's policies and the law.

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6. Use of Cameras and Filming Equipment (including mobile phones) 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), 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, the swimming pool 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.

7. Use of Cameras and Filming Equipment (including mobile phones) by Staff (Teaching & Support)

Photographs or video will only be taken by a designated staff member/s. Where photographs are taken by staff to give evidence of pupils' progress, or to record a trip or sporting event, photographs can only be taken on school equipment. Staff must not use their own camera, mobile phone or tablet. Photographs/video must then be downloaded onto school computers. Photographs or video cannot be used or passed on outside the School.

Neither staff nor children may use their own mobile phones to take photographs or video within our EYFS setting; Nursery and up to Reception.

When taking photographs in School, staff must:

- be clear about the purpose of the activity and what will happen to the photographs when the lesson/activity is concluded;

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- ensure that photographs are taken for valid educational purposes and, if in doubt, consult with their line manager;
- ensure that all images are available for scrutiny in order to screen for acceptability;
- be able to justify images of children in their possession;
- avoid making images in one to one situations;
- not have images of pupils stored on personal cameras, devices or home computers;
- not make images of pupils available on the internet, other than through the official School network/website with permission from parents and senior leaders.

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 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.

Pupils are told they should not film or take photographs of other members of the school community (pupils and staff), other than where there is a justifiable, educational reason. Using photographic material of any kind to bully, harass or intimidate others will not be tolerated and will constitute a serious breach of discipline.

Where there is an allegation about a pupil taking inappropriate images, a senior member of the pastoral team may request access to images stored on mobile electronic devices and/or cameras and ask the pupil to delete the images in question. Photographs of any member of the school community are not permitted to be displayed publically around the school campus unless in accordance with this Policy.

The misuse of images, cameras or filming equipment in a way that breaches this Policy, or any of the School's other policies including but not limited to the Anti-Bullying Policy, Promoting Good Behaviour Policies, Data Protection Policy for Pupils and Parents, and E-Safety Policy is always taken seriously, and may be the subject of disciplinary procedures.

Appendix 1

(On headed paper)

Use of photographic images of children: Consent Form

Child's name: _____

House: _____ Year Group _____

We are now required by law to gain parental permission from parents in order to use pictures of children in any publication. This includes the website, social media, the prospectus and articles submitted to the local press.

Sometimes it will be the photograph only that will be used. At other times (particularly in the local press and the school magazine) full names will also be published.

Please answer questions 1 and 2 below, then sign and date the form.

1. May we take photographs of your child and use them (unidentified by their full name):
 - In school publications?
 - On the School's website?
 - On film?

Please note that websites can be viewed throughout the world and not just in the United Kingdom where UK law applies.

Please circle your answer: **Yes / No**

2. Do you consent to your child being photographed by local newspapers and other news media, on the basis that their full names will be published along with the picture?

Please circle your answer: **Yes / No**

Signed _____ (Parent/Guardian)

Date _____