



Use of Images Policy

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1. Introduction

1.1 There are many occasions where digital images are taken and used as part of School life. Such circumstances include everything from assessment and observation purposes in the classroom to award ceremonies, pupil achievements, productions, and sporting events as part of the broader life of the School. This policy sets to provide a clear set of guidelines which will balance the School's commitment to record events in the School year whilst protecting the rights of individuals and minimising any risk that may result from the misuse of images.

1.2 It also covers the School's approach to using cameras and filming equipment at School events and on School premises by staff, parents, and the pupils themselves.

2. Policy Aims

2.1 The Use of Images policy sets out to ensure that:

- Digital images are used solely for the purposes for which they are intended.
- Personal family photography and videos are allowed where possible
- We operate in line with the law when creating, using, and sharing images of pupils
- Individual rights are respected, and child protection ensured
- Parents and pupils are given the opportunity to opt-out.

3. For the purpose of this policy

3.1 Throughout this policy, the term 'images or imagery' refers to digital images, videos, audio recordings and photographic prints. 'In School' refers to all occasions whenever or wherever pupils are the responsibility of Education, Pastoral and Sports Staff. 'Parent' refers to anyone with parental rights and responsibility in relation to a child.

3.2 "Personal use" of photography and videos is defined as the use of cameras to take images and recordings of children by relatives, friends or known individuals, e.g., a parent taking a group photo of their child and their friends at a school event. These photos and videos are only for personal use by the individual taking the photo and are not intended to be passed on to unknown sources.

3.3 Certain uses of images are deemed "essential" and are necessary for the ordinary operation of the School. Other uses are in the legitimate interests of the School and its community and are unlikely to cause any negative impact on children. The School is entitled lawfully to process such images and take decisions on how to use them, subject to any reasonable objections raised.

3.4 Where images are used for the benefit and enhancement of the pupils' education this will fall within the category of legitimate interest. For example, for learning and lesson observation.

3.5 Willow Bank School recognises that every member of the school community has a right to privacy under both human rights and data protection legislation and that this right must be respected at all times.

4. Use of images

4.1 The School uses digital images for a number of purposes:

- Essential uses - Learning, observation, demonstration, evidence & assessment including internal displays in classrooms, noticeboards, and video screens around the School site. - Identification, administration & security

4.2 Unless the relevant pupil or their parent has requested otherwise, the School will also use images of its pupils for the following purposes:

- Recording events in the life of the School, including:
- We take images/videos of children during productions, concerts, awards ceremonies, class activities, events, trips, and sporting matches and use them in School newsletters
- In yearbooks, sports team photography and whole school photographs
- Marketing and promotion of the School, including:
- We take images/videos of children during productions, concerts, awards ceremonies, class activities, events, trips, and sporting matches and use them: - On the School website - For our School social media channels. This includes Twitter, LinkedIn, Instagram, Facebook, Flickr, YouTube, and podcasting platforms - In promotional materials, including the prospectus, banners, flyers, brochures, and posters - In advertisements in agreed third-party publications, billboard displays, digital display ads or local/national media. - For alumni purposes

5. Consent

5.1 A 'Use of Images Permission Form' is issued to new starters (see Appendix 1: Use of Images Permission Form). A record of all consent details will be kept securely on file.

5.2 Permission can be withdrawn at any time by emailing the Headteacher. Please be aware that this withdrawal of your consent will not affect the rights of the School to process images of your child that are necessary for the school's administration or where the School requires it and is otherwise lawfully entitled to do so. It may not be possible to change printed publications, such as the School newsletter, prospectus, or third-party publications (for example, where we have placed an advert or provided an image to a newspaper.)

5.3 For School productions, special events, and large-scale photography shoots, we may contact the pupil(s) parent/guardians to reconsider their consent on the basis that they may wish to approve specific uses.

5.4 The data protection laws give children rights over their own data (including images) where they are considered to have the capacity to understand their data rights. In the UK, it is agreed that most children will reach this level of understanding from the age of 13. When a pupil has reached the age of 13, we may seek their verbal consent before taking an image for the purposes of promotion or publicity where that pupil is a specific focus of the shot or identified by name, but not when included as part of a larger group or team photo.

5.5 For external children attending events organised by the School, including Summer Holiday Courses, separate permission will be sought from the attendees or their parents, dependent on the age of those attending.

5.6 Images will not be taken of any child against their wishes - a child's right not to be photographed is to be respected.

5.7 Whilst we will always try to avoid using images of children which feature children for whom we do not have parental consent, inevitably at times, this may be unavoidable.

5.8 We may still publish images where the child in question is in the frame but is unrecognisable, for example, has their back turned or is blurred in the background.

6. Publishing images

6.1 The source of images will predominantly be the School's staff, or a professional contracted photographer used for marketing and promotional purposes who are subject to policies and rules in how and when to take such images, or occasionally pupils.

6.2 The images we use are carefully selected and will always show the School and pupils in a positive light. Any images the School uses must conform to appropriate standards of integrity and decency and avoid the possibility of embarrassment by the subject of the image.

6.3 Standard practice is only to publish the first name unless permission has been given by the pupil's parents (dependent upon their age) for the full name to be used.

6.4 If showcasing digital video work to an external audience, we ensure that pupils are not referred to by name on the video or on the credits at the end.

6.5 Photography is not permitted in sensitive areas such as changing rooms or toilets.

7. Storing and security of images

7.1 Photographs used for identification, administration and security purposes will not be held on databases once the photographs have been replaced or expired or the pupil has left the School.

7.2 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.

7.3 Staff are given guidance on this policy and in the School's Safeguarding (Child Protection and Staff Behaviour) Policy 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.

7.4 Images taken on School devices such as IPADS will be uploaded to a secure computer network. Devices will be cleared of images at regular intervals.

8. Use of images for identification and security

8.1 All pupils are photographed at regular intervals for internal identification purposes, (SIMS)

8.2 CCTV is used on school premises and can capture pupils' images. Images captured on the School's CCTV system are used in accordance with the school's CCTV Policy. Such images are retained securely and only viewed by designated members of staff if a need arises.

9. Use of images in the media

9.1 From time to time, the media are asked to cover School events or to highlight pupil successes. It is an essential part of publicising school achievement and informing the public about educational initiatives.

9.2 Where practicably possible, the School will always notify parents/pupils 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 for whom permission to be photographed has not been given is not photographed or filmed by the media, nor are such images provided for media purposes.

9.3 The media may ask for the full names of the relevant pupils to go alongside the images. Full names will only be provided where parents/pupils have been informed about the media's visit, and either parent or pupil has consented to this as appropriate.

10. Use of mobile phones by pupils

10.1 Pupils are encouraged to look after one another and to report any concerns about the misuse of technology or any worrying issues to a member of the pastoral staff.

10.2 School pupils are not permitted mobile phones, pupils must bring their phones to the School Office, where they will be stored securely until the end of the School day.

11. Use of mobile phones and filming equipment by staff

11.1 Staff are encouraged to share images and videos of activities and events they run with the wider community via channels such as newsletters.

11.2 Staff are given guidance on this policy and in the School's Safeguarding Policy and the Staff Code of Conduct, 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.

11.3 Staff will receive information regarding the safe and appropriate use of images as part of their safeguarding training and responsibilities.

11.4 All members of staff will ensure that all images are available for scrutiny and will be able to justify any images in their possession.

11.5 The school will ensure that images are held in accordance with the Data Protection Act and that suitable child protection requirements are in place.

11.6 Taking digital images with devices such as mobile phones, tablets, or cameras without the express permission of the person being photographed/video is strictly forbidden in School or on school transport.

11.7 Wherever possible, Staff should not take digital images of students using their own devices but should use School Cameras, IPADS or phones. If a personal device is used, footage must be deleted once downloaded to the School network as soon as possible.

12. Parental photographs and videos

12.1 In many cases, parents' digital images taken at events form an important part of family albums. Everything possible will be done to ensure this tradition is allowed to continue.

12.2 Parents can take digital images of their children at award ceremonies, sporting events, concerts, and productions; however, they 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 or social media channels without the prior agreement of that pupil's parents, or published in any other way.

12.3 Commercial copyright in shows or productions may prevent parents from filming or recording pupil performances. If that is the case, the audience will be told there must be no copyright infringement.

12.4 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 taking inappropriate images.

13. Use of professional photographers

13.1 The School may engage the services of a number of external photographers to take event photography, whole school photographs, award ceremonies and for marketing purposes. The School will endeavour to own the copyright of the images.

13.2 Photographers will not have unsupervised access to the pupils during their time at the School.

14. Event specific filming or photography

14.1 Photographs, audio and/or video recording may occur at external events organised by the School, including productions, open days, performances etc.

14.2 Where practically possible we will provide advance notice of this, depending on the size of the event. This will be done in a number of ways including email, newsletter and/or the School website.

14.3 At all times we will provide clear instructions on how to opt out of any photography or filming. There will be signage at the events in key areas outlining our uses and how to opt-out. Requests to opt-out can be made to the photographer, a member of the marketing team or any other staff members present.

15. Related policies

This policy should be read in conjunction with other relevant School policies, including:

- Anti-bullying & Cyberbullying Policy
- Behaviour Management Policy (including the Pupil Code of Conduct)
- Child Protection and Safeguarding Policy
- Educational Visits Policy
- E-Safety Policy
- Internet & Social Networking Policy
- Staff Code of Conduct
- Use of ICT Policy
- Data Protection Policy

- CCTV Policy
- Computer Usage Policy
- Mobile Phone Policy