



St Michael's Prep School Using Images of Children Policy

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Date of Next Review:		Owner:	JAI
Type of Policy:	Welfare Health and Safety, Compliance	Board Approval	

At St Michael's Prep School, we are an open and inclusive community that is very proud of the achievements of all of our pupils in their academic, artistic and sporting endeavours. We celebrate our diversity and give all of our many visitors a warm welcome.

We particularly welcome parents to our concerts, plays and sporting events, as well as to more formal occasions during the school year. The school walls are decorated with examples of pupils' work, team photographs and photographs of trips and expeditions in which our pupils have participated. We make full use of electronic notice boards inside the school to enhance our displays. Our website is updated regularly, and all parents are sent our weekly newsletters in order to keep them fully abreast with the news of our active community.

This policy sets out the rules and expectations of all members of the school community when using, sharing and storing images of children at St Michael's. More information relating to using images is given in our [Privacy Notice](#) where we explain what we will do with images of children and how we share them to safeguard children whilst celebrating their successes at the school. The Parents' Handbooks explain our expectations for parents taking and sharing pictures of their own and other children at school events. Our Data Retention Policy explains how long we will keep them. The Provisions of GDPR are enshrined in the revisions to this policy.

The application of data protection laws to taking, using and storing images of children

Parents who accept a place for their child at St Michael's Prep School are invited to agree to the school using photographs of their child and information relating to his or her achievements for promotional purposes, which may be published in the prospectus or on the web site, as well as displayed within the premises, and in newsletters sent to the school community. The Office manager will keep a record of those parents withholding permission. This will also be published in both staff rooms. (The school's Privacy Policy is on the website and the Data Retention Policy is available on request).

Use of images: displays etc

We will only use images of our pupils for the following purposes:

- Internal displays (including clips of moving images) on digital and conventional notice boards within the school premises,
- Communications with the school community (parents, pupils, staff, Governors and alumni) via the school's web site, and social media on Twitter, Facebook and Linked In
- Marketing the school both digitally by web site, by prospectus, by displays at educational fairs and other marketing functions and by other means.

Use of images: internal identification and security

All pupils are photographed on entering the school and, thereafter, at two yearly intervals, for the purposes of internal identification.

These passport-sized photographs identify the pupil by:

- Name
- Year and form

They are securely stored in the staff database SIMS, where access is restricted to academic, pastoral and school office staff. They are reviewed annually and are deleted when no longer required. Any parent who so requests will be sent a copy of his or her son or daughter's photograph.

Images of children will be recorded as part of our overall security system on CCTV (see CCTV policy).

Images that we use in displays and on our web site

The images that we use for displays and communications purposes never identify an individual pupil. Either their first name or their surname and initial is included with any photo in the newsletter. Instead, they name the event, the term and year that the photograph was taken (for example, "First XV rugby team, Lent Term 2009"). We only use images of school activities, such as plays, concerts, sporting fixtures, prize-giving, school trips etc in their proper context. We never use any image that might embarrass or humiliate a pupil. Images will be carefully chosen to ensure that they do not pose a risk of misuse. This includes ensuring that pupils are appropriately dressed. Photographs of activities which may pose a greater risk of potential misuse (for example, swimming activities), will focus more on the sport than the pupils (ie a student in a swimming pool, rather than standing by the side in a swimsuit).

Pupils are always properly supervised when professional photographers visit the school. Parents are given the opportunity to purchase copies of these photographs.

Circumstances in which we identify a pupil with their full name and photograph

From time to time exceptional things are achieved by pupils which we celebrate as widely as possible. When this happens, permission is sought from parents to use full names and photos. We regularly run news stories on our website, in Attain magazine, in the Sevenoaks Chronicle.

If the press wishes to use photos of children, they will require the names to be provided and as such we would need parents' permission for that photo to be used. We would obtain permission from parents before that photo is printed.

Media coverage of the school

Any photographers that are commissioned by the school will be fully briefed on appropriateness in terms of content and behaviour, will wear identification at all times, and will not have unsupervised access to the pupils. For more information on safeguarding in school please refer to our school child protection and safeguarding policy.

We will make every effort to ensure that children whose parents or guardians have refused permission for images of their children to be used are excluded from any the event that will be attended by the press. The list of children for whom permission is withheld is maintained by the Office Manager.

We will always complain to the Press Complaints Council (PCC) if the media fails to follow the appropriate code of practice for the protection of young people, including the children of celebrities.

Staff induction

All new teaching and office staff are given guidance on the school's policy on taking, using and storing images of children.

Use of cameras and recording equipment by parents and guardians

Parents are welcome to take photographs and film of their own children taking part in sporting and outdoor events, however, this excludes the swimming pool area where videos and photographs are not permitted. 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 recording devices with consideration and courtesy for the comfort of others.

We ask parents not to take photographs or film of other pupils on their own, without the prior agreement of that child's parents.

Parents may not post photos or film which include children of other families on social networking sites without the permission of the parents of those children.

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.

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.

Use of Images by pupils

Pupils are not allowed phones in school. The use of iPads and cameras for filming will always be part of a project/club or lesson supervised by a member of staff and any film that pupils wish to make at school for any other purpose at school must be supervised by a member of staff.

On residential trips the school policy is to discourage mobile phones and electronic devices. Children may have cameras on trips. Pupils are taught about e-Safety and netiquette with regard to posting images online out of school.

Use of camera devices on mobile phones

Please see Policy on Acceptable Use of ICT, Mobile Phones, Camera and Social Networking Sites by Staff

Storage and Retention of Photos

The school keeps good quality images as a digital archive. As part of annual housekeeping routines many photos taken are deleted.

The consent form states that the permission granted is not limited to their time at the school.

Names of stored photographic files will not identify the child unless used for publicity with consent. As photo file names do not include the names of pupils it is not normally possible to find photos of a specific child if requested.

Storing Photos and Film

The photos and film of children obtained by staff are stored on the school's server which is secure.

Photos of children on staff devices used at fixtures and on trips must be deleted from the device and uploaded to the school server as soon as possible.

Where a third party provider is commissioned to film an event and sell it to parents, the film will only be kept until it is no longer needed.

Treating others with respect

Everyone has a right to feel secure and to be treated with respect, particularly the vulnerable. Harassment and bullying will not be tolerated. The school is strongly committed to promoting equal opportunities for all, regardless of race, gender, gender orientation or physical disability.

All pupils are encouraged to look after each other, and to report any concerns about the misuse of technology, or worrying issue to a member of staff. Photography should not be used in a manner that may offend or cause upset. The misuse of cameras in a way that breaches our anti-bullying policy is always taken seriously and may be the subject of disciplinary procedures. Pupils are encouraged to tell a member staff if they are concerned or uncomfortable with any photographs that are taken of them or they are being asked to participate in.

The misuse of images or film by anyone at the school will be dealt with under the appropriate policy.

Policies that inform this document include:-

Child Protection and Safeguarding Children

E-Safety

Policy on Acceptable Use of ICT, Mobile Phones, Camera and Social Networking Sites by Staff

Privacy Policy

Privacy Notice

Equal Opportunities Policy

Data Retention Policy

School's Terms and Conditions

Parent Handbooks

CCTV Policy

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