



PACKWOOD HAUGH SCHOOL

(Including EYFS)

Taking, Storing and Using Images of Children Policy

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| Produced by: Sue Rigby 01/09/2024 | |
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| Signed: <i>James Pitt</i> , Chair of Governors | |

Taking, Storing and Using Images of Children Policy

Aim and Scope

This policy is intended to provide information to pupils and their parents, carers or guardians about how images of pupils are normally used by Packwood Haugh 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, pupils themselves, staff and 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 e.g. in the Data Protection Policy.

Parents who accept a place for their child at the School are invited to agree to the School using images of their child as set out in this Policy, via the School's terms and conditions. We hope parents feel able to support the School in using pupil images to celebrate the achievements of pupils, promote the work of the School, and for important administrative purposes such as identification and security.

However, any parent who wishes to limit the use of images of a pupil for whom they are responsible should contact the Bursar (who is the School's Privacy and Compliance Officer) in writing. The School will always respect the wishes of parents (and indeed pupils themselves) where reasonably possible and in accordance with this policy.

Use of pupil images in School publications

Unless the relevant pupil or the pupil's parents have 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 ClassDojo, 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. 'X' and Facebook. Where pupils' names accompany such images an identifying surname is never used
- In the School's prospectus, and in online, press and other external advertisements for the School. Such external advertising will never include pupils' names.

The source of these images is predominantly the School's photographer for marketing and promotional purposes, or staff in relation to School events, sports or trips. The School will only use images of pupils in suitable dress.

Use of pupil images for identification and security

All pupils are photographed on entering the School and, thereafter, at yearly intervals, for the purposes of internal identification. These photographs identify the pupil by name, year group and form.

Use of pupil images in the media

Where a parent has refused permission for images of a pupil to be taken the School will ensure that their image is not published by the media.

The media normally asks for the names of the relevant pupils to go alongside the images, and these will be provided only where parents have been informed about the media's visit and no objection from the parents has been received.

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, 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 this Policy 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.

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. In particular, 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 identify other pupils should not be shared or otherwise made accessible to others via the internet (for example on Facebook), or published in any other way.

Parents should not take photographs of staff or share or make accessible on the internet (for example on Facebook), or publish in any other way photographs which include staff.

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, not 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 copies of the DVDs and CDs 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.

Use of cameras and filming equipment (including mobile phones) by staff

Where staff record School events and activities they must do so using School cameras, devices and filming equipment. Images and film should be uploaded to the School Photos folder promptly and then deleted from the School equipment. Personal cameras and equipment must never be used.

Use of cameras and filming equipment (including mobile phones) 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. Pupils should only use School cameras or filming equipment and only with the consent of a teacher and the consent of the pupils/staff being photographed/filmed.

The use of cameras or filming equipment (including 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 cameras or filming equipment in a way that breaches this Policy, or the School's Child Protection and Safeguarding Policy, Anti-Bullying Policy, Data Protection Policy, E-Safety Policy, Acceptable Use Policy or any School rules is always taken seriously, and may be the subject of disciplinary procedures.

Taking and Using Images in EYFS (Reception Class)

Photographs are taken in the Reception Class (EYFS) and used in learning journeys, for display purposes, for promotional materials including the Packwood Haugh website, the School's photo prospectus, in the School's social media accounts (Twitter and Facebook), on ClassDojo and for use in the local press. Sometimes a child may be on a photograph, but not as the primary person, that may be used in another child's learning journey. Parents in the Reception Class (EYFS) are asked to give their permission by completing and returning the form found in the Appendix.

If a parent is not happy about one or more of these uses then Packwood Haugh School will respect their wishes and find alternative ways of recording their child's play or learning.

The Head of Acorns (including EYFS) and Deputy Head of School will monitor all photographs and recordings to ensure that the parents' wishes are adhered to.

Linked Policies

- Anti-Bullying Policy
- Acceptable Use Policy
- Data Protection Policy
- E-Safety Policy
- Child Protection and Safeguarding Policy

Packwood Haugh School and Packwood Acorns (including EYFS)
Form for Photographs and Recordings

Packwood Haugh School and Packwood Acorns (including EYFS) takes photographs of the children that may be used in the child's learning journey, in displays around school, on the Class Dojo app, on the school website, in promotional materials and in the local press.

A child may appear on another photograph, but not as a primary person, that may be used in an EYFS child's learning journey or on ClassDojo.

Parents will be allowed to take photographs and record school performances and occasions that involve their son/daughter.

Please sign, date and complete the form below to confirm that you are happy for the School to photograph and record your child. Please return the form to the School Office. This must be signed by **both** parents.

Name of Child

I give permission for Packwood Haugh School or Packwood Acorns (including EYFS) to photograph my child.

Name:

Signed:

Date:

Name:

Signed:

Date: