

Forres Sandle Manor (Non-Academic) Policy

Policy Title	Taking, Storing & Using Images of Children Policy
Policy Lead (Appointment (& Initials))	Bursar (CIJ)
Date of Last Review	May 2018
Date of Next Review	May 2020

TAKING, STORING AND USING IMAGES OF CHILDREN

OVERVIEW

- This Policy is intended to provide information to pupils and their parents, carers or guardians (referred to hereafter as "parents") about how images of pupils are normally used by FSM. It also covers the FSM 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 FSM's Terms and Conditions, and any other information FSM may provide about a particular use of pupil images, including for example signage about the use of CCTV; and more general information about use of pupils' personal data, within FSM's Privacy Policy. Note that images of pupils in a safeguarding context are dealt with under FSM's safeguarding policy.

GENERAL CONSIDERATIONS

- Certain uses of images are necessary for the ordinary running of FSM; other uses are in the legitimate interests of FSM and its community and unlikely to cause any negative impact on children. FSM 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 FSM are invited to indicate their agreement to FSM using images of their child as set out in this policy, by signing the relevant consent form and, from time to time, if a particular use of the pupil's image is requested. However, parents need to be aware that certain uses of their child's images may be necessary or unavoidable, for example if they are included incidentally in a photograph.
- FSM anticipates that 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 FSM 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 the FSM Marketing Manager in writing or e-mail through the FSM School Office. FSM 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 the age of 13 and upwards, the law recognises pupils' own rights to have a say in how their personal information is used – including images.

USE OF PUPIL IMAGES IN SCHOOL PUBLICATIONS

- Only after prior consent from parents/pupils/staff has been expressly requested and obtained can FSM use images of its pupils to keep the FSM community updated on school activities, and for marketing and promotional purposes. These images are likely to include:
 - internal displays (including clips of moving images) on digital and conventional notice boards within FSM's premises;
 - communications with the FSM community (parents, pupils, staff, governors and alumni) including by email, on the FSM website and by post;
 - FSM's website and, where appropriate, via the school's social media channels (Twitter, Instagram and Facebook). These images would not normally be accompanied by the pupil's full name without permission.
 - FSM's prospectus, and in online, press and other external advertisements for the school. Such external advertising would not normally include pupil's names. In some circumstances FSM will seek the parent and/or the pupil's specific consent, depending on the nature of the image or the use.
- The source of these images will predominantly be from the FSM 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. FSM will only use images of pupils in suitable dress. The images will be stored securely and centrally.

USE OF PUPIL IMAGES FOR IDENTIFICATION AND SECURITY

- All pupils are photographed on entering FSM and, thereafter, at 3 yearly intervals, 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 FSM's premises, and will sometimes capture images of pupils. Images captured on the CCTV system are used in accordance with FSM's Privacy Notice and CCTV Policy, and any other information or policies concerning image capture which may be published by FSM from time to time.

USE OF PUPIL IMAGES IN THE MEDIA

- Where practicably possible, FSM will always notify parents in advance when the media is expected to attend an event or school activity in which FSM pupils are participating. Every effort will be made to ensure that any pupil whose parent or carer has refused permission for images of that pupil 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 where parents have been informed about the media's visit and either parent or pupil has consented as appropriate.

SECURITY OF PUPIL IMAGES

- Professional photographers and the media are accompanied at all times by a member of staff when on FSM premises. FSM 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 FSM instructions.
- FSM 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. FSM 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 FSM'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 FSM purposes, and in accordance with school policies and the law.

USE OF CAMERAS AND FILMING EQUIPMENT BY PARENTS (including mobile phones)

- Parents, guardians or close family members (hereafter, parents) are welcome to take photographs of (and where appropriate, film) their own children taking part in FSM events, subject to the following guidelines, which FSM anticipates all parents following:
 - FSM 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.

- 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.
- 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. FSM therefore asks that flash photography is not used at indoor events.
 - parents are reminded that copyright issues may prevent FSM from permitting the filming or recording of some plays and concerts. FSM 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.
 - FSM may record plays and concerts professionally (or engage 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.

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.
- The misuse of images, cameras or filming equipment in a way that breaches this Policy, or FSM's Anti-Bullying Policy, Data Protection Policy for Pupils, Parents and Carers, IT Acceptable Use Policy for Pupils or Safeguarding Policy is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.