

## TAKING, STORING AND USING IMAGES OF STUDENTS POLICY

### 1. This policy

- is intended to provide information to students and their parents, carers or guardians (referred to in this policy as 'parents') about how images of students are normally used by St Helen and St Katharine ('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 students themselves, and the media; and
- applies in addition to the terms and conditions of the School's Parent Contract, and any other information the School may provide about a particular use of student images, including eg signage about the use of CCTV, and more general information about use of students' personal data, eg the school's Data Protection (Privacy) Notice. Images of students in a safeguarding context are dealt with under the School's Staff Code of Conduct and Safeguarding – Child Protection Policy.

### 2. General points to be aware of

- 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 daughter at the School are required to indicate their agreement to the School using images of her as set out in this policy via the form attached to the Parent Contract or from time to time if a particular use of the student's image is requested. 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 student images to celebrate the achievements of students; to 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 student for whom they are responsible should contact the Communications team ([communications@shsk.org.uk](mailto:communications@shsk.org.uk)).
- Parents should be aware, that from around the age of 13 and upwards, the law recognises children's own rights to have a say in how their personal information is used – including images. The data subject might want to exercise rights over this particular area but as a school the procedure will continue to act on parental directives.

### 3. Use of student images in school publications

- Unless the relevant student or her parent has requested otherwise, the School will use images of its students to keep the school community updated on the activities of the School, and for marketing and promotional purposes, including:

- on internal displays on digital and conventional notice boards within the school premises;
  - in communications with the school community (parents, students, staff, governors and alumnae) including in newsletters and magazines, by email, live streaming of school events, on the Parents' Area of the school websites, the Parent Portal, and by post;
  - on the School's websites and, where appropriate, via the School's social media channels, eg Twitter, Facebook and YouTube (please note some of this data therefore may be held outside of the EEA). Such images would not normally be accompanied by the student's full name without permission; and
  - in the School's prospectuses and in online, press and other external advertisements for the School. Such external advertising would not normally include students' names; in some circumstances the School will seek the parent or student's specific consent depending on the nature of the image or the use.
- The source of these images will predominantly be the School's staff (who are subject to policies and rules in how and when to take such images), a professional photographer used for marketing and promotional purposes or occasionally students. The School will only use images of students in suitable dress and the images will be stored securely and centrally.
  - The School collaborates closely and has many collective activities with Abingdon School; student images may from time to time be used in Abingdon School's publications.

#### 4. Use of student images for identification and security

- All students are photographed on entering the School and, thereafter at intervals, for the purposes of internal identification. These photographs identify the student by name, year group, house and form/tutor group.
- CCTV is in use on school premises and will sometimes capture images of students. Images captured on the School's CCTV system are used in accordance with the School's Data Protection (Privacy) Notice and CCTV Policy and any other information or policies concerning CCTV which may be published by the School from time to time.

#### 5. Use of student images in the media/publicity

- When media/publicity is expected at an event (including those organised by third parties) or school activities, the School will make every effort to ensure that any student whose parent has refused permission for images of that student to be made in these circumstances are not photographed or filmed by the media.
- The School will not typically provide full names to media/third parties for publication. If a full name becomes necessary to go alongside an image this will only be provided where the parent has consented as appropriate.

#### 6. Use of student images in examinations and external entries

- For certain non-examination assessments, in subjects such as drama or PE, images or videos of candidates may be used as evidence of participation or contribution.

- Student images may be shared for external competitions or awards if conditions of entry require it.

7. Images of students may be used in support of staff recruitment or for staff career development.

#### 8. Security of student 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 students 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 students 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 students held by the School where it is necessary for them to do so.
- Staff are expected to be aware of the details of this policy as appropriate and briefing sessions will be held for key staff.

#### 9. Use of cameras and filming equipment (including mobile phones) by parents

- Parents are asked to be mindful of the spirit of this policy when taking group photos; parents are reminded that such images are for personal use only.
- 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.
- 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.
- The School sometimes records plays and concerts professionally (or engages a professional photographer or film company to do so), in which case copies may be made available to parents for purchase.

#### 10. Use of cameras and filming equipment by students

- All students 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.
- 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 students 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 the School's Anti-Bullying Policy or IT Acceptable Use Policy – Students, is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.

Policy last reviewed.....Lent 2019  
Next review due.....Lent 2020  
Person responsible for review.....Director of Communications and Marketing