



# SPRATTON HALL

## **Taking, Storing and Using Images of Children Policy**

November 2022

## TAKING, STORING AND USING IMAGES OF CHILDREN POLICY

Title: Taking, Storing And Using Images of Children Policy	Responsible: SJSC / JIB
Date implemented: September 2013	Last Review: November 2022
	Next Review: November 2023

At Spratton Hall, 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 our many visitors a warm welcome.

We particularly welcome parents to our concerts, drama productions 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 digital display screens inside the school to enhance our displays. Our website and social media pages are updated regularly, and all parents are sent a link to our weekly Newsletter in order to keep them fully abreast with the news of our active community. Parents are also sent our annual review magazine 'Insight'.

### USE OF IMAGES: INTERNAL IDENTIFICATION

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

These photographs identify the pupil by:

- Name
- Year Group and Form
- House

They are securely stored in the password-protected area of the staff database, where access is restricted to academic, pastoral and school office staff. Any parent who so requests will be sent a copy of his or her son or daughter's photograph.

### STORAGE AND REVIEW

Our images are securely saved in a restricted area of the school's data system.

We have a procedure in place for regularly checking and updating our website, when expired material is deleted or archived. We follow BECTA guidance on e-safety.

### STAFF INDUCTION

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

## **THE APPLICATION OF DATA PROTECTION LAWS TO TAKING, USING AND STORING IMAGES OF CHILDREN**

Parents who accept a place for their child at Spratton Hall are invited to agree to the school using photographs of their child and information relating to his or her achievements for promotional purposes. These may be published in the prospectus, on the website, on our social media pages, in newsletters and our Insight magazine, sent to the school community and displayed within the school premises. Parents have the option to opt out of the use of any or all photographs of their child, other than the photograph we use for internal identification.

The digital consent form that we use for this purpose, is completed as part of our Pupil Information Form, but a copy can be found at the end of this document.

(Full details of the school's Data Protection Policy are available on request).

## **HOW WE USE PUPIL IMAGES**

The images that we use for online and communications purposes never identify an individual pupil by using their full-name, unless parents have given specific permission for this to happen, or it pertains to one particular child. 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 intentionally embarrass or humiliate a pupil. Pupils are always properly supervised when professional photographers visit the school.

## **MEDIA COVERAGE**

We will always notify parents if the press wish to publish any photographs in which the children are to be named and will make every effort to ensure that children whose parents or guardians have refused permission for images of their children to be used are not included in any photographs. For group photographs the school normally informs the press that it has a policy of not naming pupils.

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.

## **TREATING OTHERS WITH RESPECT MOBILE PHONE USE AT SCHOOL**

Everyone has a right to feel secure and to be treated with respect, particularly the vulnerable. Harassment and bullying will not be tolerated. Our Anti-bullying Strategy is set out in the Parent Handbook and on the School website. The school is strongly committed to promoting equal opportunities for all, as per the Equality Act 2010.

All pupils are encouraged to look after each other, and to report any concerns about the misuse of technology, or a worrying issue to a member of the pastoral staff. Pupils are not allowed to use a personal mobile phone on school premises, they may however be used on some school trips where the camera can be used to take educational images. 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 strategy is always taken seriously and may be the subject of disciplinary procedures.

## USE OF IMAGES

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

- School Communication – regular communication with the school community - parents, pupils, staff, social media followers, Governors and Alumni.
- School Premises – digital and conventional displays on school premises.
- External Communication - marketing, advertising and PR activity to promote the school to prospective parents, nationally and internationally.

Most images are for internal use, but some images may be seen outside of the school community as per the chart below:

	Private	School	Visitors	External	
<b>SCHOOL COMMUNICATION</b>					
Internal - Paper and Electronic		x			Regular communications with the school community.
Annual School Magazine - Insight		x	x	x	The annual magazine for the school community, occasionally seen externally.
School Website and Gallery		x		x	Images on the main school website and events gallery - no pupil names are used.
Weekly Newsletter		x		x	The school's weekly newsletter, hosted on the website, mainly viewed by the school community but can be viewed externally.
<b>SCHOOL PREMISES</b>					
Digital/Conventional		x	x		Photographs displayed within school premises both on notice boards and digital displays.
Whole School Photo and Class Photos		x	x		Annual formal whole school and class photos, may be displayed on school premises.
Individual and Sibling School Photos	x				Taken by an external supplier annually for parents to purchase via a secure link. Also saved on a secure school drive for identification purposes.
Team Photos		x	x		Termly sports team photographs.
Event Photos		x	x		Taken by and external supplier for parents to purchase via a secure link.
<b>EXTERNAL COMMUNICATION</b>					
Press and Editorial		x		x	Positive press releases and editorial content sent to selected national printed and digital media. No children's names are used.
Advertisements		x		x	Promotional adverts posted in selected local and national digital, social media and printed media.
Social Media Platforms		x		x	Regular communications on Twitter, Instagram, Facebook and LinkedIn. No full names are used and followers and comments are regularly reviewed.
Prospectus		x	x	x	Information about the school, aimed at prospective parents.

**Private**

**School Community**

**Visitors**

**External**

Parents/Guardians

Governors, Parents/Guardians, Staff, Pupils and Alumni

School community, prospective parents, contractors and suppliers.

Can be viewed outside of the school and school community.

### **USE OF CAMERAS AND RECORDING EQUIPMENT BY PARENTS AND GUARDIANS**

Parents are welcome to take photographs of their own children taking part in sporting and outdoor events. 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. Parents are also asked not to share recordings, which may include other pupils on social media or external websites. The school will endeavour to take photographs of every performance and these are available on the website and, should they wish to, parents may request a copy from the School Office.

Parents are also reminded that copyright issues may prevent us from permitting the filming or recording of some plays and concerts. We always print a reminder in the programme of events where issues of copyright apply.