

## The use of, taking and storing of images of students policy

### Related Policies

This policy should be read in conjunction with the following other policies:

- Child Protection and Safeguarding policy
- Anti – Bullying Policy
- Data Protection Policy
- Online Safety Policy
- Staff Code of Conduct

### 1. Introduction

Photographic images of school life, often including students, form an important and valued part of the way Leighton Park communicates and records events and achievements at the School. Similarly, we understand that parents like to take photos or recordings of their children during events such as the School play, sports day etc.

Leighton Park School understands that there are some circumstances in which students may suffer abuse or harm as a result of the misuse of photographic images taken of them. We have a duty to protect the physical and emotional wellbeing of each student. This policy outlines the safeguarding actions that exist at Leighton Park School to protect students from potential abuse or harm arising from the use of photographic images.

Leighton Park will inform students of the photography policy and encourage students to let a member of staff know if they are worried about any photographs that are taken of them in or out of School.

### 2. This Policy

- This policy applies to all members of staff, parents and visitors and is available to parents and students through the School website. The policy relates to the taking, using and storing of images of children and young people:
  - on School premises; or
  - in connection with School activities; or
  - for other legitimate purposes of the School.
- It covers the activities of staff, students, parents, and visitors to the School.
- Images: this expression in relation to students includes:
  - photographs and digital photographs;
  - video or film clips; and
  - images and recordings taken on phone or tablet cameras, video cameras or web cam.
- Taking images: This expression includes, unless otherwise stated, making, editing, using, exhibiting and storing images of students.
- Parents who accept a place for their child at the School are invited to agree to the School using images of him/her as set out in this policy, by signing the Permissions form in the joining papers. We hope parents will feel able to support the School in using student images to celebrate the achievements of students, 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 student for whom they are responsible, should contact the School's Marketing Department in writing at the School address or via email [marketing@leightonpark.com](mailto:marketing@leightonpark.com). The School will always respect the wishes of parents/carers (and indeed students themselves) where reasonably possible, and in accordance with this policy.

### **3. Use of Student Images in School Publications**

- Unless the relevant student or his 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 (including clips of moving images) on digital and conventional notice boards within the School premises;
  - in communications with the School community (parents, students, staff, Governors and alumni) including by email, on the School intranet and VLE, by post;
  - on the School's website and, where appropriate, via the School's social media channels, e.g. Twitter and Facebook. Such images would not normally be accompanied by the student's full name ( first name and surname)
  - in the School's prospectus, and in online, press and other external advertisements for the School. Such external advertising would not normally include students' names.
- The School will in normal circumstances only refer to students by their first name, not full name. If there is a requirement to use the full name of a student then parental permission will be sought for that specific use.
- The source of these images is predominantly the Marketing Team, professional photographers and members of Academic Team. The primary use of these images of staff/students will be in relation to School events, sports or trips. The School will only use images of students in suitable dress.

### **4. Use of Student Images for Identification and Security**

- All students are photographed on entering the School and for the purposes of internal identification. These photographs are entered onto the School's database and 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 CCTV 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**

- Where possible, the School will always notify parents in advance when the media is expected to attend an event or School activity in which School students are participating and will make every effort to ensure that any student whose parent or carer has refused permission for images of that student to be made in these circumstances are not photographed or filmed by the media.
- The media normally asks for the names of the relevant students to go alongside the images. The School takes the stance that in these instances only first names may be provided. Where there is a requirement or a request to display the full name (first name and surname) of the student parents will be contacted to request their permission in that specific instance to enable the School to release their child's full name for publication.

### **6. Security of Student Images**

- Professional photographers and the media are always accompanied by a member of staff when on School premises, unless they have been fully vetted and DBS checked by the School. 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. Nominated professional photographers who are used regularly by the School are checked to be compliant with our Child Protection and Safeguarding Policy.

- The School takes appropriate technical and organisational security measures to ensure that images of students held by the School are kept securely, and protected from loss or misuse, and 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.

## **7. Use of Cameras and Filming Equipment (including mobile phones) by Parents and Guardians**

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:

- The School asks parents when an event is held indoors, such as a play or a concert, to be mindful of the need to use their cameras and recording devices with consideration and courtesy for the comfort of others.
- Flash photography can disturb others in the audience or even cause distress for those with medical conditions; we therefore ask that it is not used at indoor events.
- 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 students.
- Parents are also reminded that copyright issues may prevent the School from permitting the filming or recording of some plays and concerts. The School always prints a reminder in the programme of events where issues of copyright apply.
- The School asks parents not to take photographs of other students on their own without the prior agreement of that child's parents. *For the avoidance of doubt this refers to 'portrait' shots rather than group photographs such as a concert or team.*
- The School prohibits parents from taking photographs of their child or his/her fellow students in the swimming pool, changing rooms or toilets
- 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 students taking part in such plays and concerts will be consulted if it is intended to make such recordings available more widely.
- With the exception of the swimming pool, parents are welcome to take photographs of their own children taking part in sporting and outdoor events for personal use only. Parents may not post images on social media (Facebook, Twitter, Instagram etc), which include other children, as they may present a safeguarding risk for children.

## **8. 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 the swimming pool, 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 cameras or filming equipment in a way that breaches this Policy, or the School's Anti-Bullying Policy, Data Protection Policy, Online and E-Safety Policy, is always taken seriously, and may be the subject of disciplinary procedures.

## **9. Use of Camera and Recording Equipment by Staff**

Staff are not permitted to take photographs or video footage using personal mobile devices and may only do so using equipment provided by the School for this purpose and then may only take images of Students in class, or at a School event or on a trip, or a sporting fixture, for strictly educational purposes. Appropriate consents for taking and displaying photographs should be obtained from parents, guardians or carers where appropriate.

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<http://www.leightonpark.com/parents/policies>

## The Use of Images of Students Parental Consent Form

In line with our Use of, Taking and Storing Images of Students Policy at the start of a student's education at Leighton Park, we seek permission from parents/guardians for the School to capture and use\* photographic images of their child, and where appropriate their child's first name, in School publications and communications, for example the website, prospectus, School magazine, or in newspaper press releases.

This form is valid for the period of time your child attends Leighton Park School but we would also request use of any images as a lifetime legacy to the School to support our archive material but in addition it is possible that images of your child may still be in print at the time your child leaves the School or they could for example be used to celebrate specific event with a historic perspective.

**Name of student :** \_\_\_\_\_

**Please tick as appropriate**

We/I agree that images of my child, named above, may be used by the School for the time they attend the School and also thereafter	
We/I agree that images of my child, named above, may be used by the School only for the time they attend the School	
We* do not consent to the School's use of images of our child for use by the School only whilst they attend the School	

We understand that if we change our mind or wish to limit the use of those images we should contact the School's Marketing Department in writing, via letter or email [marketing@leightonpark.com](mailto:marketing@leightonpark.com) as set out in the Policy.

We also agree to follow the guidelines set out in part 7 of the Policy relating to our own use of cameras and recording equipment to photograph or film images of students; and will ensure that anyone attending on our behalf, or in our company, does the same.

Signature .....

Print Name.....

Date .....

**\* NB a person with parental responsibility should sign this form on behalf of all those with parental responsibility for the student.**