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## POLICY STATEMENT ON TAKING, STORING AND USING IMAGES OF CHILDREN

At Cobham Hall School, we are an open and inclusive community that is very proud of all of the achievements of all of our students in their academic, artistic and sporting endeavours. We celebrate our diversity and give all of our many visitors a warm welcome.

We particularly welcome parents to our concerts, plays and sporting events, as well as to more formal occasions during the school year. The School walls are decorated with examples of student's work, team photographs and photographs of trips and expeditions in which our students have participated. We make full use of notice boards inside the School to enhance our displays. Our web site is updated regularly, and all parents are sent our newsletters and regular correspondence to keep them fully abreast with the news of our active community.

### 1. This Policy

- 1.1. This Policy is intended to provide information to pupils and their parents, carers or Guardians (referred to in this policy as "parents") about how both still and moving images ("images") of pupils are normally used by Cobham Hall ("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 pupils themselves, and the media.
- 1.2. 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, including information about use of pupils' personal data e.g. the School's Privacy Notice.
- 1.3. 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.
- 1.4. Parents who accept a place for their daughter at the School are invited to agree to the School using images of her by signing a copy of the School's Terms and Conditions. We hope parents will 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, parents should be aware of the fact that certain uses of their daughter's images may be necessary or unavoidable for example if they are included incidentally in CCTV.
- 1.5. However, any parent who wishes to limit the use of images of a pupil for whom they are responsible should contact the Head in writing. The School will always respect the wishes of parents/Guardians (and indeed pupils themselves) where reasonably possible, and in accordance with this policy. Parents should be aware that, from around the age of 12 and upwards, the law recognises pupils' own rights to have a say in how their personal information is used – including images.

## **2. Use of Pupil Images in School Publications**

- 2.1. Unless the relevant pupil or her parent has 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:
  - 2.1.1. on internal displays (including clips of moving images) on digital and conventional notice boards within the School premises;
  - 2.1.2. in communications with the School community (parents, pupils, staff, Governors and alumni) including by email, on the school intranet, in the School magazine 'Insight', and by post;
  - 2.1.3. on the School's website and, where appropriate, via the School's social media channels, e.g. Twitter, Instagram, YouTube and Facebook. Such images would not be accompanied by the pupil's full name;
  - 2.1.4. in the School's prospectus, and in online, press and other external advertisements for the School. Images will not be accompanied by the pupil's full name.
- 2.2. The source of these images is predominantly a professional photographer for marketing and promotional purposes, or staff/pupils in relation to school events, sports or trips. The School will only use images of pupils in suitable dress and the images will be stored securely and centrally.

## **3. Use of Pupil Images for Identification and Security**

- 3.1. All pupils are photographed on entering the School and, thereafter, at intervals, for the purposes of internal identification. These photographs identify the pupil by name, year group, house and Tutor group.
- 3.2. CCTV is in use on school premises and will sometimes capture images of pupils. Images captured on the School's CCTV system are used in accordance with the Privacy Notice.

## **4. Use of Pupil Images in the Media**

- 4.1. Where practicably possible, the School will always notify parents in advance when the media is expected to attend an event or school activity in which school pupils are participating, and will make every effort 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.
- 4.2. The School will from time to time send articles to the press, appropriate websites, magazines and other media. Unless consent has previously been refused by the parent, articles will be accompanied by relevant photos.
- 4.3. The media normally asks for the names of the relevant pupils to go alongside the images and full names will be provided unless a parent or pupil has refused permission for the pupils' name to be used.

## **5. Security and Storage of Pupil Images**

- 5.1. 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 and responsibly.
- 5.2. 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. The school takes

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.

- 5.3. All staff are given guidance on the School'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 school purposes, and in accordance with the School's policies and the law.

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

- 6.1. Parents, Guardians or close family members (hereafter, 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:

- 6.1.1. 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 will be reminded about this policy before such events where photographs may be taken.
- 6.1.2. 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.
- 6.1.3. 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.
- 6.1.4. Parents are reminded that such images are for personal use only. Images which may identify other pupils should not be made accessible to others via the internet (for example on Facebook, Instagram), or published in any other way.
- 6.1.5. 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.
- 6.1.6. Parents may not film or take photographs in changing rooms, the swimming pool or backstage during school productions, nor in any other circumstances in which photography or filming may embarrass or upset pupils.
- 6.1.7. 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.
- 6.1.8. The School sometimes records plays and concerts (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.

## **7. Use of Cameras and Filming Equipment by Pupils**

- 7.1. 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, or any other, staff.
- 7.2. 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. Other pupils must not be filmed without their permission.

7.3. The misuse of cameras or filming equipment in a way that breaches this Policy, or the School's Anti-Bullying Policy, Data Protection Policy, IT Acceptable Use Policy for Pupils, or the School Rules, is always taken seriously, and may be the subject of disciplinary procedures.

**Related policies**

- Safeguarding Policy
- Policy Statement on Digital Communications
- Policy Statement on Social Media
- Policy statement on Electronic Devices
- Privacy Notices
- Confidentiality and sharing of Information