

# BICKLEY PARK SCHOOL

## Taking, Storing and Using Images of Children Policy

### 1. This Policy

- This Policy is intended to provide information to pupils and their parents, carers or guardians (referred to in this policy as "parents") about how images of pupils are normally used by Bickley Park School ("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.
- It applies in addition to the school's terms and conditions and parent contract, and any other information the school may provide about a particular use of pupil images, including e.g. signage about the use of CCTV; and more general information about use of pupils' personal data, e.g. the school's Privacy Notice. Images of pupils in a safeguarding context are dealt with under the school's relevant safeguarding policies.

### 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 child at the school are invited to agree to the school using images of him/her as set out in this policy, via the parent consent form, attached to the school's terms and conditions and/or from time to time if a particular use of the pupil's image is requested, or as recently signed under the GDPR regulations effective 25<sup>th</sup> May 2018. 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 pupil images to celebrate the achievements of pupils, sporting and academic; 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 pupil for whom they are responsible should make this known on the consent form or contact the admissions co-ordinator Mrs Eileen Saint in writing. The School 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 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.

### 3. Use of Pupil Images in School Publications

- Unless the relevant pupil or his 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:

- 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, pupils, staff, Governors and alumni) including by email, on the school intranet and by post;
  - on the School website, the weekly Beehive newsletter, class productions, The Quadrant, BPS Twitter, BPS Facebook page and Speech Day. No surnames should appear on photographs.
- 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), or a professional photographer used for marketing and promotional purposes, or occasionally pupils. The school will only use images of pupils in suitable dress and the images will be stored securely and centrally.

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

- All pupils are photographed on entering the school and, thereafter, at three-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 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 and CCTV Policy / any other information or policies concerning CCTV which may be published by the school from time to time.

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

- 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 reasonable effort to ensure that any pupil whose parent or carer has refused permission for images of that pupil, or themselves, 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.

#### **6. Security of Pupil 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 pupils 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 pupils 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 pupils held by the school where it is necessary for them to do so.

- 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 school policies and the law.
- Photos will be deleted from devices once uploaded.

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

- Parents are asked not to use their mobile phones in school or when accompanying the children on a school outing. In the case of an emergency, they will need to make or receive a call in Mrs Valera's or Mrs Wood's office or away from the school premises.
- Parents should not film or take photos of their children or other Bickley Park children. In the case of school productions, class assemblies and sports days, parents/carers are permitted to take photographs of their own child in accordance with school protocols which strongly advise against the publication of any such photographs on social networking sites. School productions will sometimes be photographed and recorded by the school and made available to parents.
- Parents are informed, upon joining the school, via the BPS terms and conditions, that they have the right to request that images of their son, taken via camera or video whilst in school or on school activities, are not used for purposes of publicity. This request is made in writing via the Admissions Coordinator.

## 8. Use of Cameras and Filming Equipment by Pupils

- Only school devices are to be used by staff to take photos and videos on school premises or on outings. Pupils may take photos and videos, using school devices, on school premises or on outings, if directed to do so by staff.

<b>Author</b>	May 2018	Bursar: NW
<b>Date Approved</b>	May 2018	Chairman: MH
<b>Date Approved</b>	May 2018	Headmaster: PW
<b>Date for Next Review</b>	May 2020	

**May 2018**