



MALTMAN'S GREEN
SCHOOL

Taking, Storing and Using Images of Pupils Policy

This policy also applies to the EYFS

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1 Introduction

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 Maltman's Green School ("we" or "the School"). It also covers our 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 our 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 information, e.g. in the parent and pupil privacy notices. 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 their daughter as set out in this policy, and from time to time if a particular use of the pupil'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.

Images shared online (e.g. social media platforms and the School website) will comprise group shots only (two or more girls) and have no attribution of full names, and where first names are used, they will not be linked to any particular pupil shown in the image. We will always exercise discretion when displaying images of children in a non-uniform state of dress e.g. sportswear, swimwear. This clause will apply unless exceptional parental consent is received. Occasionally, the School will contact parents to request special consent for the use of individual photos, e.g. when a pupil has won a competition.

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 fill in the form in Appendix 1 of this policy. We will respect the wishes of parents (and indeed pupils themselves) wherever reasonably possible, and in accordance with this policy. If a pupil whose parents have withdrawn permission for the School to use their image is included in a photo, the School reserves the right to use blurring tools to conceal the pupil's identity before posting online.

3 Use of Pupil Images in School Publications

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:

- 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 MOGs) including by email, on the School intranet and by post;
- on our website and, where appropriate, via our social media channels. Such images would not normally be accompanied by the pupil's full name without permission; and
- in the prospectus, and in online, press and other external advertisements for the School. Such external advertising would not normally include pupil's names and in some circumstances the School will seek the parent or pupil'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), 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.

3.1 Early Years Learning Journals

Photos are shared on pupils' online and printed learning journals and a photo with your child in the background may appear on another child's learning journal. These documents are private and parents are asked not to share images.

4 Use of Pupil Images for Identification and Security

All pupils are photographed on entering the School and annually thereafter for the purposes of internal identification. These photographs identify the pupil by name, year group, house and form group.

CCTV is in use on School premises in Little Malties, and may sometimes capture images of pupils. Images captured on the School's CCTV system are used in accordance with the appropriate privacy notice, and 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

From time to time, the School shares stories and images with press agencies who may use them printed and/or online. Surnames will not be used unless expressly wished so by the parent. Where practicably possible, we will always make every reasonable effort to ensure that any pupil whose parent or guardian has refused permission for images of that pupil, or themselves, to be used are not photographed or filmed by the media, nor such images provided for media purposes.

6 Security of Pupil Images

Professional photographers and the media are accompanied at all times by a member of staff when on School premises. We use only reputable professional photographers and make every effort to ensure that any images of pupils are held by them securely, responsibly and in accordance with our instructions.

We take appropriate technical and organisational security measures to ensure that images of pupils held by us are kept securely on school systems, and protected from loss or misuse.

We 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 our 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.

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

We are a mobile phone-free School and respectfully ask that mobile phones are switched off when on site. However, parents are welcome to take photographs of (and where appropriate, film) their own children taking part in school events only (not when walking around school, in classrooms or playgrounds), subject to the following guidelines, which the School expects all parents to follow:

- Parents are reminded that it may occasionally be necessary for us to not permit the use of cameras or filming equipment at specific events or productions. We will advise parents accordingly at each event.
- If recording is permissible during an event 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. Flash photography can disturb others in the audience, or even cause distress for those with medical conditions; we therefore ask that flash is not used at indoor events.
- 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.
- Parents are reminded that such images are for personal use only. Images which may, expressly or not, identify other pupils should not be made accessible to others via the internet (for example on Facebook), or published in any other way.
- Parents are reminded that copyright issues may prevent us from permitting the filming or recording of some plays and concerts. We will always print (or announce) a reminder in the programme of events where issues of copyright apply.
- 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 pupils.

We reserve 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.

We sometimes record plays and concerts professionally (or engage a professional photographer or film company to do so), in which case CD, DVD or digital copies 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.

8 Use of Cameras and Filming Equipment by Pupils

All pupils are encouraged to look after each other, and to report any concerns about the misuse of technology, or any worrying issues to their form teacher.

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.

The misuse of images, cameras or filming equipment in a way that breaches this policy, or the Anti-Bullying policy, E-Safety Policy, Safeguarding and Child Protection Policy and Procedures or the School rules is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant Safeguarding Policy as appropriate.

Appendix 1: Withdrawal of Use of Pupil Images Form

Withdrawal of Use of Pupil Images Form

| | |
|------------------------|--|
| Name of Pupil: | |
| Name of Parent: | |
| Address: | |

I/we object to all non-essential uses of my daughter's image without specific consent (please tick the box)

| | |
|---|--|
| Please state reasons (optional): | |
| Commence from (Date): | |
| Until (Date): | |

Please be aware that opting out will not necessarily mean that the School will not continue to process images of your daughter that are either necessary for administration of the School, such as CCTV or for identification purposes, or where the School requires it and is otherwise lawfully entitled to do so.

Early Years Learning Journals are deemed an essential tool for monitoring pupil progress and as such this form does not prevent the School from sharing of images in this way. If you do not want your daughter's image to appear in Learning Journals please contact the Early Years Coordinator.

For further information, please see our Parent and Pupil privacy notices and our Taking, Storing and Using Images of Pupils policy, all available on the School website. The Bursar will also be able to deal with any queries you have in this respect.

Signed:

Date: