

## TAKING USING AND STORING IMAGES OF CHILDREN

At Leweston School, we are an open and inclusive community that is very proud of all of the achievements of all of our pupils 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 pupils' work, team photographs and photographs of trips and expeditions in which our pupils have participated. We make full use of electronic notice boards inside the School to enhance our displays. Our website is updated regularly, and all parents are sent regular e-bulletins in order to keep them fully abreast with the news of our active community. We also promote the school externally in advertisements and in the press and on social media.

### **The Application of Data Protection Laws to Taking, Using and Storing Images of Children**

Parents who accept a place for their child at Leweston School should be aware that the School may use photographs and recordings of their child and information relating to his or her achievements for promotional purposes, which may be published in the prospectus, on the website, in the press or on social media (including Facebook, Twitter and Instagram), as well as displayed within the premises, and in bulletins sent to the School community. Children will be identified only by their first names unless parents agree otherwise.

Parents who object to the use of their children's images for promotional purposes have the right to object, based on their particular circumstances, either on the Photographs and Recordings Use Form provided to all new parents on joining or at any time by contacting the School's Director of Business Strategy and Operations on [cworsley@leweston.sch.uk](mailto:cworsley@leweston.sch.uk).

Photos and recordings are only used on Tapestry with parental consent and all parents are sent a Tapestry Consent Form on joining. Consent can be withdrawn at a later date by contacting the School's Director of Business Strategy and Operations on [cworsley@leweston.sch.uk](mailto:cworsley@leweston.sch.uk).

### **Use of Images: Displays etc**

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

- Internal displays (including clips of moving images) on digital and conventional notice boards within the School premises,
- Communications with the School community (parents, pupils, staff, Governors and alumni) via password-protected sections of the School's website or on Tapestry,
- Marketing the School digitally by website, by prospectus [which includes a DVD], by displays at educational fairs and other marketing and advertisements[both inside the UK and overseas] and functions and in the press and on social media.

### **Use of Images: Internal Identification**

All pupils are photographed on entering the School for the purposes of internal identification.

These passport-sized photographs are then uploaded to isams.

### **Our Use of Images**

The images that we use for the purposes described do not use the full names of pupils. Instead, they name the event, the term and year that the photograph was taken (for example, "First XI hockey team, Lent Term 2016"), and the first name of any individual pupil. 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 embarrass or humiliate a pupil. Pupils are always properly supervised when professional photographers visit the School and parents are given the opportunity to purchase copies of these photographs.

### **Storage and Review**

Our images are held in secure digital files to which only staff have access. They are reviewed periodically and are deleted when no longer required.

- Images used for the purposes of advertisements or on social media or in the press will be retained by the school for seven years from the end of the year in which they were created.
- During each year, we will identify a selection of notable or 'high impact' images, for example, of school events, the opening of a new building, or particularly good representations of school life. These will be retained by the school for 20 years from the year in which they were created for use by the school internally (for example, on display boards), on its website and in materials sent electronically or in paper form to the school community including parents, pupils, staff, Governors and alumni.
- At the end of the 20 year period, images will be reviewed and those of particular interest will be retained in paper form in albums as a historic record or archive. They will be available on request to the school community and the wider public at the discretion of the Head.

We follow ThinkUKnow and CEOP guidance on e-safety.

### **Media Coverage**

We will always notify parents in advance when we expect the press to attend an event in which our pupils are participating, 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 excluded from the event.

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.

### **Staff Induction**

All new teaching and office staff are given guidance on this Policy.

Under no circumstances are staff expected or allowed to use their personal equipment (e.g. cameras, mobile-phones, smart phones, tablets, web-cams etc.) to take images of pupils at or on

behalf of the School. Particular regard needs to be given when images are taken of young or vulnerable children who may be unable to question why or how the activities are taking place.

### **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 are asked not to take photos or recordings.

We ask parents not to take photographs of other pupils, without the prior agreement of that child's parents.

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 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.

When able, we occasionally record plays and concerts professionally (where copyright allows). Copies of the DVDs and CDs may be available for parents to purchase.

### **Treating Others with Respect**

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 policy is available on the School website. The School is strongly committed to promoting equal opportunities for all, regardless of race, gender, gender orientation or physical disability.

All pupils are encouraged to look after each other, and to report any concerns about the misuse of technology, or worrying issue to a member of the pastoral staff. The use of cameras on mobile phones is not allowed in washing and changing areas, or in the bedrooms of boarding houses, nor should photography be used in a manner that may offend or cause upset. The misuse of cameras in a way that breaches our anti-bullying policy is always taken seriously and may be the subject of disciplinary procedures.