



TAKING, STORING AND USING IMAGES OF PUPILS 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 Ursuline Preparatory 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 alongside 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 in the school's Privacy Notice.
- Safeguarding and online safety issues are more specifically dealt with under the school's relevant safeguarding policies.
- Staff are additionally subject to their own training (in accordance with their role) and school policies in this area, including under the Staff Handbook.

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 indicate agreement to the school using images of him/her as set out in this policy, by signing a copy of the "Use of Images of

Pupils by the School” form. 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 group 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 indicate on the “Use of Images of Pupils by the School” form. 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.
- Where remote video provision for pupils (via e.g. Zoom or Teams) is necessary for lessons, the school will notify its policies in respect of monitoring, recording and retention of such sessions.

3. Use of Pupil Images in School Publications

- In accordance with any consents, notices or objections as may be applicable from time to time, 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;
 - on internal walls to display historical whole school and class photographs; such images may include the pupils' names;
 - in communications with the school community (parents, pupils, staff, Governors, Trustees and alumni) including by email and by post;

- on the school's website and, where appropriate and in line with relevant policies, via the school's social media channel (Instagram)
- in the school's prospectus, and online, press and other external advertisements for the school. Such external advertising would not normally include pupil's names.
- The school's policy in respect of the above uses is as follows:
 - Legitimate interests will be relied upon for any uses which are either essential (for example, administration and education) or which fall within a scope of reasonably expected uses. Reasonably expected uses include [via internal school or parent communications, in printed material such as a school newsletter or prospectus, or any uses whereby an individual child cannot reasonably be identified by someone outside the school community: for example, where their face cannot clearly be seen
 - The key effect of the school relying on legitimate interests is that parents and pupils may be entitled to object to such uses, although their specific consent will not be sought beforehand. Any objections will be duly considered by the school, but objections can be overridden by other factors: for example, uses which the school considers essential; or uses which create little or no risk of harm (including where children are not at risk of outside identification).
 - Consent will be sought for all other external uses of pupil images online via our Parental Consent form.
 - The school will take reasonable steps following any objection or withdrawal of consent but may not be able to recall or destroy printed materials. Any particular concerns or vulnerabilities relating to a pupil or their family should be drawn to the school's attention in advance. The safeguarding and best interests of pupils will remain the school's priorities at all times.

4. Use of Pupil Images for Identification and Security

- All pupils are photographed on entering the school and, thereafter, at annual 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 and the location of cameras will be clearly notified, including by signage.

5. Use of Pupil Images by External 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 may ask for the names of the relevant pupils to go alongside the images. It is not the School's policy to provide full or first names in this scenario, and these will only be provided where parents have been informed about the media's visit and either parent or pupil has specifically consented to the sharing of their name, for an appropriate and necessary purpose.

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.

- Any external processors of pupil images are engaged only for lawful purposes consistent with those set out in this policy, and subject to proper due diligence and contractual protections.
- 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.
- Images of children on the school website is protected from being downloaded for malicious use by using a filter that blocks most methods of acquiring an image from a website. It is a preventative measure, but as with any technology, there are means that can be used to acquire images from the website. The school will endeavour to keep abreast of other means to help keep media content safe on the school website.

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

- 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:
 - 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. Flash photography can disturb others in the audience, or even cause distress for those with medical conditions; the school therefore asks that flash photography 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, Twitter, Instagram or YouTube), or published in any other way.

- 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.
- 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, by reference to their dress or activity or any other factor.
- 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 physical 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 any member of staff.
- The use of cameras or filming equipment (including on iPads and 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 school's: Anti-Bullying Policy, Data Protection Policy, Information Technology Acceptable Usage Policy, Safeguarding Policy and the School Rules is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policies as appropriate.

