



Brackenhill Primary School

Images of Children Policy

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 Brackenhill Primary 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. Images of pupils in a safeguarding context are dealt with under the school's safeguarding and child protection policy.

2. Legal framework

This policy has been drawn up on the basis of legislation, policy and guidance that seeks to protect children in England. Summaries of key legislation and guidance is available on NSPCC Learning: online abuse legislation and guidance and child protection legislation and guidance.

3. General points

3.1. 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.

3.2. Parents who accept a place for their child at the school are invited to opt out to the school using personal data, including images.

3.3. The school may use 'special categories' of personal data to select pupils whose personal data is subsequently used in publicity activities. The school will only undertake such exercises with the specific and explicit consent of parents.

3.4. 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. Consent in relation to this is sought during the admission paperwork and parents have the right to opt their child out of this.

4. Use of pupil images in school publications and the media

4.1. Unless the relevant 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:

4.1.1. in communications with the school community (parents, pupils, staff, governors) including by email, School Ping and by post;

4.1.2. on the school's website and, where appropriate, via the school's social media channels, e.g. Twitter and Facebook;

4.1.3. in the school's prospectus, and in online, press and other external advertisements for the school. Such external advertising would not normally include pupils' names; and

4.1.4. in the external media for the purpose of publicising and celebrating individual and school achievements.

4.2. 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 suitable images of pupils and the images will be stored securely and centrally.

4.3. The school will use only first names when publishing pupil information, or will ensure that any publication of pupil information reflects what has already been made publicly available by the external media.

5. Use of pupil images for identification and security

5.1. All pupils are photographed at yearly intervals, these photographs are used for the purposes of internal identification. These photographs identify the pupil by name, year group and class and are stored securely in the school's information management system.

5.2. Where CCTV (or similar devices) is in use on school premises in appropriate locations we will sometimes capture images of pupils. Images captured on the School's recording systems are used in accordance with the Privacy Notice.

6. Security of pupil images

6.1. 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, responsibly and in accordance with the school's instructions.

6.2. 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.

6.3. 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 school policies and the law.

6.4. The school will only keep images and video of pupils for as long as is necessary in accordance with the Data Retention Schedule.

7. Use of cameras and filming equipment (including mobile phones) by parents

7.1. Parents are welcome to take photographs of (and where appropriate, film) their own children subject to the following guidelines, which the school expects all parents to follow:

7.1.1. When an event is held indoors, such as a play or a concert, parents should ensure cameras and filming equipment are not used until the end of the performance and only take photos when asked to do so by the school. For outdoor events, parents must only photograph their own child.

7.1.2. Parents are asked not to take photographs of other pupils.

7.1.3. 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.

7.1.5. Parents may not film or take photographs in areas which may be deemed to be sensitive, for example changing rooms, the swimming pool where children are likely to be in a state of undress or backstage during school productions or house events, nor in any other circumstances in which photography or filming may embarrass or upset pupils.

7.2. 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.

8. Use of cameras and filming equipment by pupils

8.1. 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 staff.

8.2. Video, audio and photographic recording must never take place without the consent of the pupil. Consent must be explicit, not implied.

8.3. The use of cameras or filming equipment (including on mobile phones) is prohibited in areas which may be deemed to be sensitive, for example toilets, washing or changing areas, the swimming pool or backstage during school productions.

9. Related policies and documents

- Anti-Bullying Policy
- Data Protection Policy
- Data Retention Schedule
- Online Safety Policy
- Privacy Notice
- Safeguarding and Child Protection Policy

The misuse of images, cameras or filming equipment in a way that breaches this policy, any of the above policies or the school rules is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant policy as appropriate.

The Governing Body of Brackenhill Primary School will review the Images of Children Policy annually.

Chair of Governors

Date