

Overall aim of the policy

This Policy is intended to provide information to all staff, Governors, Trust Members, volunteers, visitors, pupils and their parents, carers or guardians about how images of pupils are normally used by Meadow Park Academy. 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.

This Policy applies to all Staff, Governors, Trust Members, volunteers, visitors, parents and children and should be read in conjunction with our other policies. The Policy takes account of the Data Protection Act 1988 and the guidance issued by the Information Commissioners Officer at:

http://ico.gov.uk/for_organisations/sector_guides/education.aspx and has been adapted to be compliant with GDPR which will come into force in May 2018, this is subject to change in line with any amendments to the Data Protection bill in the intermediate time. Further information is available at: <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr>

It is part of the custom and practice of the School to take photographs and moving images of School events and achievements (class photos, theatre productions, sports events etc.) and to use some of these for the purposes of marketing the School (School prospectus, website, social media, press releases etc.) and helping others to understand more about our education. 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, by signing a copy via the 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.

We hope parents will feel able to support the school in using pupil images to celebrate the achievements of pupils, promote the work of the school, and for important administrative purposes such as identification and security. The School will always respect the wishes of parents/carers (and indeed pupils themselves) where reasonably possible, and in accordance with this policy.

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.
- On internal displays on digital and conventional notice boards within the school premises;
- In communications with the school community (parents, pupils, staff, Governors etc.) including by email, on the parent portal and by post;
- On the school's website and, where appropriate, via the school's social media channels, e.g. Twitter. Such images would not be accompanied by the pupil's full name without permission.
- In any school prospectus, and in online press and other external advertisements for the school. Such external use would not include pupil's names and would only be used if parents had given permission

- The source of these images is predominantly the School's photographer for marketing and promotional purposes, or staff/pupils in relation to school events, sports or trips. The school will only use images of pupils in suitable dress.

Use of Pupil Images for Identification and Security

All pupils are photographed at regular intervals, for the purposes of internal identification. These photographs identify the pupil by name, year group or class.

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 effort to ensure that any pupil whose parent or carer has refused permission for images of that pupil to be made in these circumstances are not photographed or filmed by the media.

The media normally asks for the names of the relevant pupils to go alongside the images, and these will only be provided where parents have been informed about the media's visit and either parent or pupil has consented as appropriate.

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 will only enter into a contract with such professionals if they are satisfied 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, and protected from loss or misuse, and in particular 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 the School's policies and the law. [Images of pupils in a safeguarding context are dealt with under the School's relevant safeguarding policies].

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

The policy recognises that photographing and publicising a child's achievements are a source of celebration, pleasure and pride for the School, the child, the parents and wider family. The School is keen to ensure that this practice continues within the safe practice guidelines detailed below.

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:

- Parents are asked not to take photographs or video footage during any indoor events, such as a plays or concerts.
- Parents are asked not to take photographs of other pupils without the prior agreement of that pupil's parents.

- Parents are reminded that such images are for personal use only. Images which may identify other pupils should not be made accessible to others via the internet (for example on Facebook), or published in any other way.
- 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.
- 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.

Use of Cameras and Mobile Phones 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 a member of the staff.
- 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.
- Should a pupil wish to create an image/video that includes another pupil for the purposes of educational activity the teacher supervising the activity will ensure there is no misuse if the images and that they are used appropriately.

The misuse of cameras or filming equipment in a way that breaches this policy, or the school's Anti-Bullying Policy, Data Protection Policy, IT Acceptable Use Policy for Pupils, Behaviour Policy 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.

Use of Cameras and Filming Equipment, storage of images and publication thereof by Staff

- When taking digital images/video the emphasis should always be for educational or reporting purposes.
- Care should be taken to ensure that the image/video cannot be taken out of context in a way that would reflect negatively on the pupil, staff member or School and that the dress and activity being recorded will not bring the School or individuals into disrepute.
- Children will, in an age appropriate manner, be advised that the images will be used by the School as a record of events or for publicity purposes.
- If the child is the sole focus of the picture and easily identifiable, the parent/student will be given the option of not having their image used outside school.
- Teachers may not take images of children on their mobile phones.
- Images/videos that include pupils or staff should in most circumstances only be taken using School supplied equipment or where the school have entered into a contract with professional photographer(s) and filming crew. In these instances, the images will remain the property of the School and will not be shared with any third parties. In some circumstances, own equipment may be used provided a school memory card is used. Images taken on mobile phones, iPads or similar are not permitted.
- No device should be used for any recording purposes in private rooms, offices or unsupervised areas, cloakroom facilities, changing areas etc.

- Images of pupils must be stored on a secure password protected area of the School network.
- Images of pupils/staff must never be stored on personal devices which includes (but is not limited to): mobile devices; laptops; internal camera memory; memory sticks or portable hard drives. Digital content that is to be published will be carefully selected and authorised by the school, ensuring appropriate consent is obtained and will, if necessary, check with the Designated Safeguarding Lead or Deputy(DSL) in appropriate circumstances.

Safeguarding

- Staff should be vigilant with regard to any Safeguarding issues relating to digital images/videos and report any concerns to the Safeguarding Team immediately.
- Staff should report to the Safeguarding Team any situation where they hear of or see any image being taken or recorded in inappropriate locations (toilets, changing rooms etc.) or taking/recording images where the subject(s) are unaware of being filmed/photographed.

Appendix 1

*The Use of Cameras and Mobiles Policy applies to the use of any film and electronic photographic equipment and includes mobile phones, devices with inbuilt cameras as well as other forms of digital technology and resources for printing and storing images.

** From May 2018 a separate consent form will be made available in line with GDPR guidelines and will be separate from admissions forms and the Schools Terms and Conditions. This information will be stored securely and permission can be withdrawn at any time in which case the records will be adjusted accordingly.

All images taken by the School will be used in a manner that respects the eight Data Protection Principles:

1. Fairly and lawfully processed
2. Processed for limited, specifically stated purpose
3. Used in a manner that is adequate, relevant and not excessive
4. Accurate and up to date
5. Kept on file for no longer than is necessary
6. Processed in line with an individual's legal rights
7. Kept securely
8. Adequately protected if transferred to another country

From May 2018

All images taken by the School will be used in a manner that respects the individual's rights in line with the GDPR. These are;

1. The right to be informed
2. The right of access
3. The right to rectification
4. The right to erase
5. The right to restrict processing
6. The right to data portability
7. The right to object
8. Rights in relation to automated decision making and profiling.