

# **Chiswick & Bedford Park Preparatory School**

## **Taking, Storing and Using Images of Children Policy**

### **Aims**

At Chiswick & Bedford Park Preparatory School ('the School') we aim to ensure that we provide a safe environment for all our children and staff. There are a number of situations where we encourage the use of filming and photography to celebrate the achievements of all our pupils, whether artistic, sporting, academic or otherwise.

We welcome parents, extended family members and carers to our concerts, assemblies and sporting events throughout the year. We display photographs and children's work on our School display boards and our website is updated regularly with details of class trips and other educational activities. Once a term, we send parents the School's Newsletter, which contains a summary of key events and activities, along with photographs. Every week we send a Reception Newsletter to parents of those pupils in Reception.

This policy aims to provide information about how images of pupils are normally used by 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.

This policy should be read in conjunction with the School's Data Protection Policy and the Safeguarding and Child Protection Policy. This policy takes into account recommendations and advice from the following:

- NSPCC Photography and Sharing Images Guidance
- ICO Guidance on taking Photographs in Schools.

### **General**

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 individuals. 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 the relevant consent form (see Appendix 1 Use of Images by the School Consent Form). However, parents should be aware that certain uses of their child's images may be necessary or unavoidable (for example Points of Note for medication and incidental inclusion in a photograph).

Any parent who wishes to limit the use of images of their child should inform the School office in writing. Wherever reasonably possible, and in accordance with this policy, the School will respect such wishes.

### **School Publications**

Unless a parent has requested otherwise, the School will use images of its pupils to keep the School community updated on activities, and for marketing and promotional purposes, including: -



- On internal displays;
- In printed material such as the termly newsletter;
- Internal communications with the School community (parents and staff), including email;
- On the School's website; and
- Online and magazine advertisements for the School. Such external advertising would not normally include the child's name and in some circumstances, the School will seek further specific consent, depending on the nature of the image or the use.

Normally these images will be taken by School staff and they are trained on the requirements of following all the relevant School policies.

### **Identification Purposes**

All children are photographed on entering Nursery and Reception. These photographs identify the pupil by name and year group. This image is retained in their Early Years *'To Build a Profile Document.'*

Hard copies of these images are printed on medical advice cards which the School uses to identify a child's specific medical condition. These cards are displayed in the staff room so that all staff are aware of all medical conditions.

### **CCTV**

CCTV is in use on School premises, and will sometimes capture images of pupils. Images captured on the School's CCTV system are used and kept in accordance with the Data Protection Policy. (See CCTV Policy)

### **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. The School will make every reasonable effort to ensure that any pupil whose parent or carer has refused permission for images of that pupil, not photographed or filmed by the media, nor such images provided for media purposes.

The media often asks for the names of the relevant pupils to go alongside the images, and these will be provided where parents have been informed about the media's visit and they have consented.

### **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 technical and 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.

All staff are given guidance on this Policy 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.

### **Use of Cameras and Filming Equipment (including mobile phones)**

Parents, guardians or other family members ('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 it 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 Instagram, Facebook or Twitter), 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.**

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 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.

