

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 St Faith's ("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 in addition to the School's parent contract and any other information the School may provide about a particular use of pupil images and more general information about use of pupils' personal data e.g. the School's Data Protection Policy and the Parents/Carers/Guardians and Pupils Privacy Notice. Images of pupils in a safeguarding context are dealt with under the School's relevant safeguarding policies.

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 and marketing the school.

GENERAL INFORMATION

Parents who accept a place for their child are invited to agree to the School using images of him/her as set out in this policy, by signing the attached Consent Form.

Parents should be aware that certain uses of their child's images may be necessary or unavoidable; for example if they are included incidentally in CCTV or a photograph. Certain uses of images are also necessary for the 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. Parental consent may be requested if the use of a particular pupil's image is not considered to be for the legitimate business interests of the School.

Any parent who wishes to limit the use of images of their child should make this clear on the Consent Form. The School will always respect the wishes of parents wherever reasonably possible, and in accordance with this policy. Parents should note that in some instances it may not be possible to remove an image of a child from already printed or published media.

From the age of 13 onwards, Parents should be aware that the law recognises pupils' own rights to decide have a say in how their personal information, including images, is used.

USE OF PUPIL IMAGES

Unless the relevant pupil or his or her parent has requested otherwise, the school will use images of its pupils when recording pupils work, keeping the school community updated on the activities of the school (e.g. trips/events) and for marketing and promotional purposes including:

- On internal displays and conventional notice boards within the school premises;
- In communications with the school community (parents, pupils, staff, Governors and alumni) including by email, post, the Schools intranet (Virtual Learning Environment) and newsletter;
- Marketing the school both digitally, in print and when required for the published media (e.g. website, on social media and local and national media);

- Via the school's social media channels, e.g. Twitter, Instagram and Facebook (these images will not be accompanied by the pupil's full name without permission);
- In the school's prospectus, and in online, press and other external advertisements for the school. Such external advertising would not normally include pupil's names and in some circumstances the school will seek the parent or pupil's specific consent, depending on the nature of the image or the use.
- Videos taken at sporting events involving more than one school whereby your child is representing St Faith's or the footage may be taken for analysis purposes.

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 third party photographer used for marketing and promotional purposes.

The school will only use images of pupils in suitable dress and the images will be stored securely and centrally and only on school devices.

USE OF IMAGES FOR IDENTIFICATION AND SECURITY

All pupils are photographed on entering the School and, thereafter, at yearly intervals, for the purposes of internal identification.

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 School's Data Protection Policy, Parents/Carers/Guardians and Pupils Privacy Notice, and the School's CCTV Policy.

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 reasonable effort to ensure that any pupil whose Parent, Carer or Guardian has refused permission for images of that pupil, or themselves are 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 either parent or pupil has consented as appropriate.

SECURITY AND SAFEGUARDING

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 does not use personal mobile devices or cameras to take photographs or videos of children. Digital images are only taken using school equipment (phones, iPads, GoPros and cameras) and in order to support educational aims. Electronic images are kept securely on the school network, access to which is only available to authorised staff. Images are deleted when no longer required but may be kept after a pupil has left the school to illustrate a particular activity or event and to contribute to the School's archive.

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.

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 and policies.

USE OF CAMERAS AND FILMING EQUIPMENT (INCLUDING MOBILE PHONES) BY PARENTS

Parents (and family members) are welcome to take photographs of (and where appropriate, film) their own children taking part in school events, subject to the following guidelines.

- 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. In particular, 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 pupils' 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), or published in any other way without the parental consent of the other children in the image.
- Parents may not film or take photographs in changing rooms or backstage during productions, nor in any other circumstances in which photography or filming may embarrass or upset pupils.
- 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.
- If photography is not welcome at a particular School event/production then parents will be advised of this in the event/production invitation.

The School reserves the right to refuse permission to film or take photographs (at a specific event or more generally), to 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 CD, DVD or digital copies of the DVDs and CDs 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. Copyright issues may prevent the School from filming or recording of some plays and concerts. The School will print a reminder in the programme of events where issues of copyright apply.

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 a member of 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.

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, eSafety Policy, Network and Internet Acceptable Use Policy, Safeguarding 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.

WITHDRAWING CONSENT

Any parent/guardian who wishes to limit the use of images of a pupil for whom they are responsible should complete the use of Images Consent form and submit it to the School Marketing Department. A copy of the consent form can be obtained from the School Office, Marketing Department or the GDPR page on the Parent section of the VLE (<https://i.stfaiths.co.uk/data-protection-gdpr>).

CHANGES TO THIS POLICY

We may update this policy at any time. Any changes we make to this policy in the future will be posted on the School's website and VLE, and where appropriate, notified to parents by email.

COMMENTS/QUERIES

If you have any comments or queries in relation to this policy, please contact the School's Data Compliance Officer using the following contact details:

Email: GDPR@stfaiths.co.uk
Telephone: 01223 229443

Address: St Faith's School, Trumpington Road, Cambridge CB2 8AG

RELATED POLICIES

St Faith's adopts the following policies that relate to this policy:

- CCTV Policy
- Network and Internet Acceptable Use Policy
- Data Retention Policy
- Recruitment and Selection Policy
- Safeguarding Policy
- Anti-Bullying Policy
- eSafety Policy
- Respective Privacy Notices
- Social Media Policy