



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

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## **Loughborough Schools Foundation**

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

#### **Introduction**

1. 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 Loughborough Schools Foundation ("the Foundation") and the Schools it runs. It also covers the Schools' approach to the use of cameras and filming equipment at school events and on Foundation premises by parents and pupils themselves, and the media.
2. It applies in addition to the Foundation's terms and conditions, and any other information the School may provide about a particular use of pupil images, e.g. signage about the use of CCTV; and more general information about use of pupils' personal data, e.g. the Foundation's Privacy Notice. Images of pupils in a safeguarding context are dealt with under the Foundation's relevant child protection and safeguarding policies

#### **General points to be aware of**

3. Certain uses of images are necessary for the ordinary running of the Foundation; other uses are in the legitimate interests of the Foundation and its community and unlikely to cause any negative impact on children. The Foundation is entitled lawfully to process such images and take decisions about how to use them, subject to any reasonable objections raised.
4. Parents who accept a place for their child within the Foundation are invited to indicate agreement to the School using images of their son/daughter as set out in this policy, via the Acceptance 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. 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 photograph).
5. We hope parents will feel able to support the school in using pupil images to celebrate the achievements of pupils, both academic and extra-curricular; to promote the work of the school; and for important administrative purposes such as identification and security.
6. Any parent who wishes to limit the use of images of a pupil for whom they are responsible should contact the Data Protection Officer (dataprotection@lsf.org) in writing. The School will respect the wishes of parents (and indeed pupils themselves) wherever reasonably possible, and in accordance with this policy.
7. Parents should be aware that, from Year 7 and upwards, the law recognises pupils' own rights to have a say in how their personal information is used – including images. Where the Pupil is of sufficient maturity we may seek the Pupil's specific prior consent in addition to or instead of the Parents' consent.

## **Use of Pupil Images in School Publications**

8. 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, including:
  - on internal displays (including clips of moving images) on digital and conventional notice boards within the school premises;
  - in communications with the school community (parents, pupils, staff, Governors and alumni) including by email, on the school intranet and by post;
  - on the school's website and, where appropriate, via the school's social media channels, e.g. Twitter, Instagram and Facebook. Such images would not normally be accompanied by the pupil's full name without permission; and
  - 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. The School may seek specific consent for the Parents before using a photograph or video recording where the School considers that the use is more privacy intrusive.
9. 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 images of pupils in suitable dress and the images will be stored securely and centrally.

## **Use of Pupil Images for Identification and Security**

10. All pupils are photographed on entering the school and, thereafter, at regular intervals, for the purposes of internal identification. These photographs identify the pupil by name, year group and form/tutor group. (At Loughborough Grammar School an automated biometric recognition system is used and parents are advised to read the School's Biometrics policy on this).
11. CCTV is in use on school premises, and will sometimes capture images of pupils. Images captured on the Foundation's CCTV system are used in accordance with the Foundation's Privacy Notice and CCTV Code of Practice / any other information or policies concerning CCTV which may be published by the Foundation from time to time.

## **Use of Pupil Images in the Media**

12. 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 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.
13. The media often asks for the names of the relevant pupils to go alongside the images; the first name only of children will be provided where parents have been informed

about the media's visit and either parent or pupil (those in Year 7 and above) has consented as appropriate.

## **Security of Pupil Images**

14. Professional photographers and the media are accompanied at all times by a member of staff when on Foundation 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 Foundation's Privacy Notice.
15. The Foundation 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. These images will be retained for as long as they are required for the purpose for which they are taken and according to the Foundation's internal Retention policy. The Foundation 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.
16. 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.

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

17. Where the individual school permits, 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 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 Facebook), 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 display/print a reminder in the programme of events or in the room, where issues of copyright apply.
  - Parents may not film or take photographs in changing rooms during school fixtures or backstage during school productions, nor in any other circumstances in which photography or filming may embarrass or upset pupils.

18. The Foundation 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.
19. The Schools sometimes record plays and concerts professionally (or engages a professional photographer or film company to do so), in which case CD, DVD 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.

### **Use of Cameras and Filming Equipment by Pupils**

20. 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 pastoral staff.
21. 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.
22. The misuse of images, cameras or filming equipment in a way that breaches this Policy, or the school's rules and/or policies on Anti-Bullying, eSafety, Student Responsible Use Policy for ITC, or the Foundation's Child Protection and Safeguarding Policy, Data Protection policy or Privacy Notice's is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant Policy as appropriate.

### **Legislation**

23. The main legislation in this area is the General Data Protection Regulations 2018 and the Education (Independent School Standards) Regulations 2014. Relevant guidance which has informed this Policy includes:
  - The ICO Code of Practice on Privacy Notices
  - The ICO sector-specific guidance for schools, universities and colleges
  - The ICO's GDPR resources concerning education
  - The ICO Code of Practice on CCTV
  - The ICO's Guide to Data Protection
  - The NSPCC's Using photographs of children for publication