

## RYDES HILL PREPARATORY SCHOOL & NURSERY

### P09 (ISI 7A) – TAKING, STORING & USING IMAGES OF PUPILS AND STAFF POLICY



# RYDES HILL

PREPARATORY SCHOOL & NURSERY

#### MISSION STATEMENT

- ❖ Rydes Hill Preparatory School and Nursery is a Catholic School where children learn how to live in loving relationship with God and each other.
- ❖ Christian virtues of love and justice, faith and courage, hope and perseverance are fostered.
- ❖ Pupils and staff comprise individuals of different faiths and beliefs but the Rydes Hill community aspires to unity within the life of the School based on shared moral values.
- ❖ The importance placed on the development of individual talents is at the heart of what School stands for and all are encouraged and challenged to be the best they can be.

Written By :	Alison Packman – Compliance Officer	2 <sup>nd</sup> January 2020
Reviewed By :	Sarah Norville Polly Rutt – Marketing Manager	14 <sup>th</sup> April 2023
Approved By :	SLT	18 <sup>th</sup> April 2023
Governor Review By :	Marketing Committee	

## Contents

Revision History.....	3
Abbreviations, Acronyms and Definitions.....	3
Aim / Objective / Statement of Intent .....	4
General.....	4
Use of Pupil and Staff Images in School Publications .....	5
Use of Pupil and Staff Images for Identification and Security .....	6
Use of Pupil and Staff Images in the Media .....	6
Security of Images .....	7
Use of Cameras and Filming Equipment (including mobile phones) by Parents.....	7
Use of Cameras and Filming Equipment by Pupils.....	8
Archival Images .....	8

## Revision History

Revision	Paragraph Number	Revision
October 2011		New
October 2012		Updated
October 2013		Updated
October 2014		Updated
October 2015		Updated
November 2016		Updated
November 2017		Updated
April 2018		Updated
August 2019		Updated
January 2020		Updated
April 2021		Updated
April 2023		No significant update required

## Abbreviations, Acronyms and Definitions

Abbreviation / Acronym	Definition
Alumni	Former members of staff and pupils of Rydes Hill Preparatory School & Nursery
CCTV	Closed Circuit Television (also known as video surveillance)
EYFS	Early Years Foundation Stage
Image(s)	Photograph (either digital or hard copy) or video footage
<b>Parents</b>	Birth parents, adopted parents, step-parents or any other adult with parental responsibility for the child
<b>School Community</b>	Current, prospective and former Parents, current, prospective and former Pupils, current, prospective and former Staff, current and former Governors.
SLT	Senior Leadership Team
<b>Staff</b>	Full-time and part-time personnel working at the School whether employed by them directly or not (i.e. includes peripatetic staff, visiting coaches and tutors, volunteers, etc)
Visitors	Persons who visit the school including contractors, tradespeople, guests, <b>alumni</b> etc.

## Aim / Objective / Statement of Intent

This policy covers the whole School including EYFS.

1. This aim of this policy is to provide clear guidance to **staff, parents**, pupils and visitors on the Rydes Hill Preparatory School & Nursery's policy on taking, storing and using images. It has been written in such a manner as to provide transparency to relevant parties and to ensure informed consent to the use of images. 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.
2. It applies in addition to the School's terms and conditions / parent contract and any other information the School may provide about a particular use of pupil images, including for example, signage relating to the use of CCTV; and more general information about use of personal data (e.g. the School's Privacy Notices P53 and P54).
3. Images of pupils in a Safeguarding context are dealt with under our policy P04 Safeguarding and Child Protection Policy and Procedures.

## General

4. Rydes Hill Preparatory School & Nursery takes the protection of its pupils extremely seriously and has therefore put in place appropriate guidance and training for all of its staff and volunteers. It has detailed agreements with third party suppliers to the School which ensure the same high level of protection to pupils and staff.
5. Changes in the way in which images can be taken, stored and used are constantly being made, therefore this policy refers to general principles rather than to specific systems.
6. 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 are unlikely to cause any negative impact on staff, pupils or visitors. The School is entitled lawfully to process such images and take decisions about how to use them, subject to any reasonable objections raised.
7. Parents who accept/have accepted a place for their child, staff who have chosen employment by the School and those who visit or volunteer at the School, agree to the School using images of his/her as set out in this policy via the form attached to the School's terms and conditions or from time to time if a particular use of the pupil's/staff's/visitor/volunteer's image is requested. Parents/staff should be aware that certain uses of their or their child's images may be necessary or unavoidable. For example if they are included incidentally in CCTV recordings or in the background of a photograph.
8. Rydes Hill Preparatory School & Nursery uses images of pupils, staff and alumni for marketing and publicity purposes and to celebrate its pupil's and staff's achievements, for

example in School displays, prospectuses and in advertisements, on websites and on social media. Such images may be circulated to the current School community or School alumni to keep them updated about the School's activities. Images may also be provided to the media.

9. Images of pupils, staff, parents, contractors and visitors to the School site are also captured by the School's CCTV system including in School Minibuses. This is necessary for the safety and security of pupils and staff. Please refer to P30 CCTV Policy for further details on the use of CCTV at Rydes Hill Preparatory School & Nursery and to paragraph 13 below.
10. Any parent who wishes to limit the use of images of a pupil for whom they are responsible, or any parent, staff member or volunteer who wishes to limit the use of their own image, should contact the Registrar, in writing by completing the relevant form. Copies of these forms are available from the School Office or from the Registrar. Any alumni who attend any event who wishes to limit the use of their image for marketing and publicity purposes should contact the Marketing Manager, in advance of attending the event. (Please see also paragraph 13)
11. The School will respect the wishes of parents, staff, visitors and volunteers wherever reasonably possible, and in accordance with this policy. The School advises parents that any decision to request that pupil images are not taken is explained to the pupil by the parents so that the pupil is aware of why they will not be asked to join in with any photographs being taken.
12. There may be events where approval for images to be obtained is required in order for a child to attend an event. (For example, Good Shepard Mass), where large overhead group photos were taken and it would not have been practical to exclude individual children). In these circumstances, relevant parents will be made aware of the issue and given the option to 'opt in' on a specific occasion to allow the child to attend.
13. Alumni events or those run by the Friends of Rydes Hill Preparatory School (FRHPS) are usually large-scale events. In many cases, images of groups of people including overhead and general event images, are often taken and it is therefore not always possible to exclude a particular individual from these images.
14. Parents should be aware that, from around the age of 12 upwards, the law recognises pupil's own rights to have a say in how their personal information is used, including images. Although pupils will leave the School prior to this age, some images of pupils may remain in use by the School after the pupil leaves (for example, Form One girls included in the prospectus) and therefore parents should consider the wishes of the pupil in these circumstances.

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

15. Unless the relevant staff member, volunteer, visitor or parent has requested otherwise, the School will use images 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** including by email, by text message and by post;
- On the School's website and via the School's social media channels (e.g. Twitter and Facebook). Please note that such images will not be accompanied by the pupil's full name.
- In the School's prospectus, and in online, press and other external advertisements for the School. Such external advertising will not include the pupil's names and in some circumstances the School will seek the parents and pupil's specific consent depending on the nature of the image or the use.

16. 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 themselves under the instruction of a teacher. The School will only use images of pupils in suitable attire and the images will be stored securely and centrally.

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

17. 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, house and form. This information is securely stored in our School management information system.

18. CCTV is in use on School premises including in School minibuses, and will sometimes capture images of staff, volunteers, visitors and pupils. Images captured on the School's CCTV system are used in accordance with the Privacy Notice and P30 CCTV Policy. Please refer to these documents for detailed information.

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

19. Where practically 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 also make every reasonable effort to ensure that any pupil whose parent has refused permission for images of that pupil, or themselves, or a staff member or volunteer, to be made in these circumstances are not photographed or filmed by the media, nor such images provided for media purposes.

20. The media often asks for the names of the relevant pupils, staff or volunteer to go alongside the images, and these will be provided where parents/staff/volunteers have consented as appropriate. Please note that such images will not be accompanied with

the pupil's full name but that any staff/volunteer image may be referenced with the any combination of full name and title. (e.g. Mrs P Jones, Pamela Jones, Mrs Jones).

## **Security of Images**

21. 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.
22. 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.
23. All staff are given guidance on the School's P09 Taking, Storing and Using Images of Pupils and Staff Policy, and on the importance of ensuring that images of pupils and staff 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**

24. Parents 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 and consideration 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 by parents at indoor events.
  - Parents are asked not to take photographs of other pupils without the express 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. This includes for example, WhatsApp, Twitter etc.
  - Where requested by the School to do so, parents must follow reasonable instructions from any member of School staff with regard to images of school events or events in which school pupils have taken part. For example, parents may be asked to delay sharing images of a winning sports team at an event, until after the organisers have posted the image.

- 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 and a verbal reminder will be given prior to the commencement of the relevant performances.
- 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, staff or volunteers.

25. 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 or using images inappropriately.

26. 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 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**

27. All pupils are encouraged to look after each other, to report any concerns about the misuse of technology, or any worrying issues to any member of staff.

28. Pupils are not allowed to bring any electronic devices (including but not limited to mobile phones, i-pads, digital cameras, video recording equipment etc.) or any photographic or filming devices into School or to extra-curricular clubs or activities (e.g. sports fixtures etc.). Occasionally, special permission may be granted at the discretion of the class teacher, for inexpensive cameras to be brought on residential trips. The School reserves the right to require a pupil to delete any images or recordings which it believes may offend or cause upset or which is in breach of any statutory duty conferred upon the School.

29. The misuse of images, cameras or filming equipment in a way that breaches this Policy, or the School's P01 Anti-Bullying Policy, P03 Use of ICT, Mobile Phones & Other Electronic Devices Policy, P04 Safeguarding Policy, P07 Staff Code of Conduct, P15 Early Years Handbook, P16 Behaviour, Rewards, Sanctions and Use of Reasonable Force Policy, P17 Staff Handbook, P26 Parent Handbook, P30 CCTV Policy, P48 Social Media Policy, P50 E-Safety Policy, P53 Privacy Policy for Pupils and Parents, or any other relevant policy, is always taken seriously, and may be subject of disciplinary procedures or dealt with under the relevant disciplinary or safeguarding policy as appropriate.

### **Archival Images**



30. The School has amassed a collection of images, both in hard copy and latterly in electronic format, of pupils, staff and visitors over its long history. Permission for these images to be taken and used by the School was obtained at the time. Many former pupils and staff (alumni) re-visit the School and enjoy the opportunity to look back through these photographs. Indeed they form a wonderful part of the history of how the School has changed which many of our current pupils and staff enjoy seeing.
31. The School undertakes to ensure these archival images are used in an appropriate manner and that wherever possible, any future release of these images to the general public (for example an update to the history of Rydes Hill booklet, published to raise funds for the School) where previously unpublished images are included, will be with the specific consent of the subjects wherever they can be identified and contacted by the School.
32. Any former pupil, staff member or visitor to the School may contact the School at any time and request that their image is not used in future. Due to legal requirements however it is not possible for us to delete or destroy these images at the present time.
33. For further details of our retention policies, please refer to P41 Data Retention Policy.