



SILCOATES

Independent education for boys and girls aged 3-18

Taking, Storing & Using Images Of Children Policy

This Policy

- 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 Silcoates School, Wrenthorpe, WF2 0PD ("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 applies in addition to the School's terms and conditions, and other School policies as amended from time to time, specifically;
 - The School's Privacy Policy/Notice
 - CCTV Policy
 - Safeguarding Policy & Child Protection Policy
 - E-Safety, Social and Digital Media Policy

General points to be aware of

- 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 children. 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 completing, signing and returning **Appendix A** to this policy. However, parents should also be aware of the fact that certain uses of their child's images may be necessary or unavoidable during normal and legitimate operations of the School, for example if they are included incidentally in CCTV or a photograph.
- 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.



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- Any parent who wishes to limit the use of images of a pupil for whom they are responsible should contact the **Director of Admissions & Marketing**, in writing, or complete the appropriate section of **Appendix A** to this policy. The School will respect the wishes of parents/carers and pupils wherever reasonably possible, and in accordance with this policy.
- Parents should be aware that from the age of 13 and upwards (please refer to the School's Privacy Policy/Notice for further information on rights) the law recognises pupils' own rights to have a say in how their personal information is used – including images.

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's 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 school premises;
 - in communications with the School's 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 explicit 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 pupil's names and in certain circumstances the School will seek the parent or pupil's specific consent, depending on the nature of the image or the use.
- 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.



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Use of Pupil Images for Identification and Security

- All pupils are photographed on entering the School and, thereafter, at regular intervals, for the purposes of internal identification. These photographs help identify the pupil by name, year group, house and form/tutor group.
- 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 Privacy Policy/Notice and 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 or carer 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.
- 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 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 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.
- All staff are given guidance on the School's Taking, Storing and Using Images of Pupils 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.



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

- 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 or Social Media platforms (for example on Facebook, 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 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.



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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 the pastoral 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, Safeguarding Policy, Privacy Policy/Notice, E-Safety and Digital Media Policy, IT Acceptable Use Policy for Pupils 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.

Reviewed by:	Mr Johnson – Bursar Mrs Lindenmayer – Director of Admissions & Marketing		
Date of last review:	June 2020	Date of next review:	June 2021



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APPENDIX A

Consent form for photographs and images and pupil work

Name of child:

Date of birth:

Name of parent (1):

Name of parent (2):

Silcoates School believes that celebrating the achievement of children in school is an important part of their learning experience and personal development. Taking photographs and videos of pupils for internal display and displaying pupil work enables us to celebrate individual and group successes as a school community. We would also like to use photographs and videos of the school and its pupils to promote the good educational practice of the school. Children's full names will never be published externally with their photographs, but may be published internally (for example, on display with their work). By signing this form you are consenting to the use of images of your child being used in the following outlets under the terms outlined in this policy and the School's Privacy Policy/Notice and E-Safety and Digital Media Policy:

- all school publications
- on the school website
- in school controlled social media platforms and/or other public locations (i.e. Leeds Bradford Airport) as allowed by the school
- in videos made by the school or in class for school projects

Please read the questions below, circle your answers and then sign and date the bottom of the form. Please then return this form to Mrs Helen Lindenmayer, Director of Admissions & Marketing, as soon as possible.

1. Can we use your child's photograph in printed publications by Silcoates School

YES / NO



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2. Can we use your child's photograph on our website, social media platforms or school blogs either:

In a group or as a member of a whole school activity?

YES / NO

Individually?

YES / NO

3. Can we use your child's photo for publication in other suitable public locations to represent the school e.g. Leeds Bradford Airport?

YES / NO

4. Can we photograph and video your child within school, and display these publicly within the school, as part of the curriculum and in class?

YES / NO

5. Can we use videos of your children to share good practice with professionals from other schools?

YES / NO

This consent form covers consent for the duration of your child's time at the school. Once your child leaves the school, photographs and videos may be archived within the school but will not be published without renewed consent. More information regarding the storage and protection of images can be found in the School's Privacy Policy/Notice on the school website.

A full copy of the school's policy on E-Safety containing information on the safe use of photographs, videos, and the work of children in school can be found on the school website.

Signed: Parent/Pupil (1).....

Date:

Signed: Parent/Pupil (2).....

Date: