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 the School, parents, pupils 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
- Retention of Records Policy

General points to be aware of:

- Certain uses of images are necessary for the ordinary running of the School (e.g. administration and identification). It may not be possible to object to such uses, although any concerns in this regard will be duly considered by the School.
- Other uses are considered to be 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 their child 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 and filmed footage 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.
- Any parent who wishes to limit the use of images of a pupil for whom they are responsible should contact the **Marketing Manager,** 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 around the age of 12 and upwards the law recognises pupils' own rights to have a say in how their personal information is used – including images. Please refer to the School's Privacy Policy/Notice for further information on rights.

- The School processes images of pupils in accordance with UK Data Protection Law. Depending on the context this will be on the basis of:
    - Legitimate Interests (e.g. internal displays, routine school communications, administration and security); or
    - Consent (e.g. marketing, social media, external publications and press). Where consent is relied upon , it may be withdrawn at any time.

Use of Pupil Images and Filmed Footage in School Publications

Unless the relevant pupil or their parent has requested otherwise, the School may use images and filmed footage 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 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 (Firefly) and by post;
- on the School's website and, where appropriate, via the School's social media channels, e.g. X, Instagram, LinkedIn 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 images and recordings 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

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 Filming Equipment by School

The School may choose to deploy filming equipment at School events such as sporting fixtures and tournaments. Reasonable steps will be taken to ensure that participants understand when live filming is taking place via visible signage at the event venue and, if applicable, information in event programmes.

Filmed footage may be used by the School for the benefit of teaching and learning. For example, by facilitating action replay feedback to help pupils improve their sporting performance.

Filming equipment will only be deployed in acceptable, School-endorsed environments, with pupils in an appropriate state of dress. Filming will not be permitted in toilet, washing or changing areas.

Recordings are subject to the same security protocols as still images.

Filmed material will not be shared outside of the School community (parents, pupils, staff, Governors and alumni). Any recordings made available to School community members must not be downloaded or shared more widely by them.

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.

Professional school photography companies, engaged to take formal school photographs of classes, groups or individuals, may provide parents with secure on-line access to purchase or download images of their own child, with appropriate parental consent to share their contact details being sought.

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.

Images and recordings of pupils are retained in accordance with the School's Retention of Records and Privacy Policies.

All staff are given guidance 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.

Where AI is deployed in the editing of pupil images, this must be restricted to, for example, enhancing image quality. It must not involve manipulation of the image to alter a pupil's appearance, to artificially add or remove subjects from the image or otherwise make inappropriate alterations.

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), either for all attendees/ parents (e.g. where a safeguarding risk to an individual child has been identified) or from any individual 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.
- Any concerns that images may place a pupil at risk of harm will be treated as a safeguarding concern and reported in line with the School's Child Protection and Safeguarding Policy.

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, Social 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.

Use of Cameras and Filming Equipment by other Schools

Occasionally, representatives from other Schools, for example groups or teams who are visiting to participate in an event, may request permission to record the match, sports fixture or other event which they are attending at Silcoates School. In these cases:

- Silcoates School require that permission is sought by the visiting School in advance of the event.
- Event organisers at Silcoates School will ensure that permission is sought from the event participants, providing they are in Year 9 or older.
- Silcoates School will not permit recording by another School of any event which involves pupils in Year 8 or younger.
- When an event is held indoors, the use of cameras and filming devices must be done so with consideration and courtesy for the comfort of others. Flash photography must not be used at indoor events.
- Images or footage taken by other Schools must not, expressly or not, be made accessible to others via the internet or Social Media platforms (for example on Facebook, Twitter), or published in any other way.
- Photography or filming is not permitted in toilet, washing or changing facilities, nor in any other circumstances in which photography or filming may cause embarrassment or upset.

The School reserves the right to refuse or withdraw permission to film or take photographs (at a specific event or more generally), from persons and/or organisations who do not follow these guidelines, or are otherwise reasonably felt to be making inappropriate images.

The School is fully committed to ensuring that the application of this policy is non-discriminatory in line with the UK Equality Act (2010). Further details are available in the School's Equal Opportunity Policy document.			
Reviewed by:	Mrs Emma Sanderson - Bursar Mrs Hayley Metcalfe - Marketing Manager Mrs Rebecca Thompson – Data Protection Officer		
Date of last review:	June 2026	**Date of next review:**	June 2027

APPENDIX A

Consent form for photographs and images and pupil work

Name of child		DOB	__/__/____

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 to share pupil work supports teaching and learning, as well as enabling 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 our good educational practice. 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 and recordings of your child in the following outlets, under the terms outlined in this policy, the School's Privacy Policy/Notice and the E-Safety, Social and Digital Media Policy:

- all School publications
- on the School website
- in School controlled social media
- on publicly displayed posters, or similar media, used for the purpose of marketing of the School

Please indicate your consent below and return this form to the Marketing Manager.

Can we use images/recordings of your child in Silcoates School's internal and School community publications?	Y / N
Can we use images/recordings of your child on our School website, School social media platforms and School blogs?	Y / N
Can we use images/recordings of your child in our marketing material?	Y / N

This consent form covers consent for the duration of your child's time at the School, or until superseded by any subsequent instructions regarding consent.

More information about the storage and protection of images can be found in the School's Privacy, Data Protection and E-Safety Policies, on the School website: https://www.silcoates.org.uk/about-us/policies/

Parent 1 - signature	Parent 2 - signature
Date:	Date: