



STAMFORD

## PHOTOGRAPHS AND IMAGES OF CHILDREN POLICY

### 1. Introduction

- This Policy is intended to provide information to pupils and their parents and/or guardians and carers (referred to in this policy as "parents") about how we take, use and store images of pupils at Stamford Endowed Schools.
- It also covers the use of cameras and filming equipment at School events and on School premises by parents, pupils and staff, and the media.

### 2. 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.
- We hope that parents will feel they would like to support the School in using pupil images to celebrate their achievements, sporting and academic; to promote the work and ethos of the School; and for important administrative purposes such as identification and security.
- Parents are notified that we take images of children during the normal course of operations when they sign the 'Parental Acceptance Form'. Parents who do not wish their children to be photographed must write to the School to indicate their wishes – please email [ses@ses.lincs.sch.uk](mailto:ses@ses.lincs.sch.uk).
- We are committed to using all pupil images responsibly and sensibly in our external and internal communications and marketing activity.
- 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.
- Our approach to CCTV is covered in the separate CCTV Policy.

### 3. Use of Pupil Images in School Publications

- During a child's time at the Stamford Endowed Schools, images (including still photography and video) will be taken of activities which involve children. The photographs may be used for all usual School purposes, including displays, school publications, advertising and marketing, in positive stories about the Schools that appear in the press, the website, the Schools' social media presence (for example Facebook, Instagram and LinkedIn), prospectus and year book.
- 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].
- Occasionally, photographs and videos may be used by other companies or agencies who are contracted to promote the School, or used to illustrate the School on websites or literature produced by other partners or organisations with whom we have a relationship, such as IAPS (Independent Association of Prep Schools) or the ISC (Independent Schools Council).
- In most circumstances, permission for photography cannot be withdrawn retrospectively. For example, photographs of a child that have already been taken and published in print cannot be recalled if permission for photography is withdrawn after publication. For digital/online photographs, we shall endeavour to remove photographs where permissions are withdrawn where practicably possible.
- Where a specific photo or video shoot is planned to take place (for example for a Boarding marketing campaign or a Sports brochure) and nominated pupils are selected to take part, parents will always be contacted to ensure permission is granted.
- Individual children at Stamford Junior School will not be identified or their names matched to their photograph without the consent of the parents.
- Children at Stamford School will not be identified, or their names matched to their photograph without the consent of the parent while they are under the age of 13, or of the child once they turn 13.
- All images will depict children appropriately dressed for the activity in which they are engaged. Specific permission from parents will be sought when photographing swimming and gymnastics.

- Children will always be made aware that photography is taking place, and the purposes for which the images will be used. They will always be given the opportunity to opt out of any photography that is taking place.

#### **4. 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.

#### **5. Security of Pupil images**

- Photographs or video images will be appropriately and securely stored and disposed of correctly when no longer required, in line with data protection laws.
- School staff should check the photo permissions register in ISAMs for a list of current pupil permissions.
- Professional photographers and the media are always accompanied 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 security measure to ensure that images of pupils are held securely on school systems, and protected by 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 made aware and given guidance of this policy, and on the importance of ensuring that images of pupils are made and used responsibly, only for school purposes, and in accordance with other school policies and the law.

## **6. Use of cameras and filming equipment (including mobile phones) by parents**

There will be occasions during the school year when parents will wish to take photographs or video recordings of children taking part in a school activity. Permission will be given under the following conditions:

- That any images (photographic or video) are taken for personal use and will not be shared with other adults whose children are not included in the photograph/video, including sharing via social media.
- The photography/video will not be sold to other parents or children or used for other commercial activities.
- Parents are reminded that copyright issues may prevent the School from permitting the filming or recording of some plays and concerts. Please ensure that any commercial rights of a performance are adhered to.
- 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.
- In our EYFS settings, no parent is permitted to take a photograph inside the classrooms without prior permission from the Nursery manager.
- Parents also have a responsibility to monitor the photographs which their children take and support the School in ensuring that they fulfil their responsibilities below.

## **7. Use of cameras and filming equipment (including mobile phones) 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.

Pupils must be sensitive when taking photographs of other pupils whether with a camera or a mobile phone. They are reminded:

- Do not take a photo/video of another pupil without their express permission.
- Do not pass photos/videos on to others without the permission of the person who has been photographed.
- Do not use photos/videos to humiliate or embarrass.

- No photographs are to be taken in the swimming pool or in any changing rooms or toilets.
- The posting of images which is considered to be offensive or which brings the school into disrepute is a serious breach of discipline and will be subject to disciplinary procedures.
- Sending indecent images of themselves or others may constitute a criminal offence.
- Allow staff (in relation to a conduct, pastoral or safeguarding concern) access to images stored on their mobile phones, cameras, or devices with them present, and to delete images, if requested to do so.

#### **8. Use of cameras and filming equipment by staff**

Staff and volunteers are allowed to take digital / video images to support educational aims, but must follow the Acceptable Use Policy concerning the sharing, distribution and publication of those images.

Staff must follow instructions from Director of External Relations and/or Deputy Safeguarding Lead with regards to use of images.

If a staff member believes they have inadvertently breached this policy, they should report themselves under low level concern.

- Staff are encouraged to use School devices where possible to take photographs or videos of pupils (for instance on school trips, at school plays and concerts or at sporting activities), however they may use their personal devices so long as they have downloaded the Photoghost application and use only this to take photographs/video. The Photoghost software means that all photos taken through it will be immediately shared with a secure School Sharepoint site and then permanently deleted from the device.
- The following rules apply when staff take a photograph or video of pupils:
  - Images must be transferred to the School's computer network as soon as is reasonably practicable (this is automatic and instant via Photoghost).
  - Following transfer, images must be removed from the personal camera or other portable device (this is automatic and instant via Photoghost).
  - Unless agreed in advance with the Head of IT, staff may not upload images onto personal computers or other electronic devices.
  - Images must not be uploaded to personal social networking sites.
  - Staff must always comply with the Acceptable Use of ICT Policy for Staff.
- No photographs are to be taken in changing rooms or toilets, and any photographs taken in a swimming pool or gymnastics environment must have express permission from parents first.
- In our EYFS settings, photographs will be taken of Nursery children by staff using the Nursery camera or iPad only.

- School staff should check the photo permissions register in ISAMs for a list of current pupil permissions.

### **Other relevant policies**

Data Protection Policy

Pupil Privacy Notice

Safeguarding Policy

SES Terms and Conditions

Staff Code of Conduct Policy

Staff ICT Acceptable Use Policy

Pupil ICT Acceptable Use Policy

Anti-Bullying Policy

E-Safety Policy

CCTV Policy

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Governors' Committee Review: General

<b>Governor Sign-Off</b>	
Committee:	
Governor's Name:	
Date:	

