



ST. JOSEPH'S COLLEGE

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Taking, Storing and Using Images of Children Policy

This policy relates to all sections of St Joseph's College, including the Early Years Foundation Stage

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 St Joseph's College ("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.

It applies in addition to the school's terms and conditions, and any other information the school may provide about a particular use of pupil images, including e.g. signage about the use of CCTV; and more general information about use of pupils' personal data.

Parents who accept a place for their child at the school are invited to agree to the school using images of him/her as set out in this policy, via the school's terms and conditions. We hope parents will feel able to support the school in using pupil images to celebrate the achievements of pupils, promote the work of the school, and for important administrative purposes such as identification and security.

However, any parent who wishes to limit the use of images of a pupil for whom they are responsible should contact the Head or Deputy Head Prep in writing. The College will always respect the wishes of parents (and indeed pupils themselves) where reasonably possible, and in accordance with this policy.

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 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 and Facebook. Such images would 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 would not include pupil's full name.



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The source of these images is predominantly the school's professional photographer for marketing and promotional purposes, or staff/pupils in relation to school events, sports or trips. The school will only use images of pupils in suitable dress.

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 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 Data Protection Policy for Pupils and Parents, and any other information or policies concerning CCTV which may be published by the school from time to time.

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 effort to ensure that any pupil whose parent has refused permission for images of that pupil to be made in these circumstances are not photographed or filmed by the media.

The media normally 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 agreement from the parents has been received.

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 College instructions.

The school takes appropriate technical and organisational security measures to ensure that images of pupils held by the school are kept securely, and protected from loss or misuse, and in particular 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 College 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 the school's policies and the law.



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Use of Cameras, Filming and Audio Recording Equipment (including mobile phones) by Staff and Volunteers

Recording pupils' achievements, learning and progress, particularly in the Early Years Foundation Stage, is greatly enhanced by the use of photographic evidence.

Except with permission from the Head or Deputy Head Prep, staff may not use their own camera, phones or other equipment to take pictures in school or at school events. A range of devices is provided by the school for this purpose, and photos are uploaded to the school network as soon as is possible.

Staff must comply with the College Social Media Policy and Anti-Bullying Policy when making photographs, videos, or audio recordings.

Use of Cameras, Filming and Audio Recording Equipment (including mobile phones) by Parents or Visitors

Announcements will be made prior to any College event, if it is not acceptable to take photographs, video or audio recordings of their children.

If permission is granted, parents and carers may take photographs, videos or audio recordings of their children at College events for their own personal use.

Other visitors may use their own mobile devices to make photographs, video, or audio recordings in College provided they first obtain permission to take photographs, films or recordings of the relevant individuals and by the College. This includes people who might be identifiable in the background.

To respect everyone's privacy and in some cases protection, photographs, video, or audio recordings should not be published on blogs, social networking sites or in any other way without the permission of the people identifiable in them and the College. Parents or carers should avoid commenting on activities involving pupils other than their own in photographs, video, or audio.

No one must use mobile devices to record people at times when they do not expect to be recorded, and devices must not be used that would enable a third party acting remotely to take photographs, video, or audio recordings in College.

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.

In particular, 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 reminded that copyright issues may prevent the school from permitting the filming or recording of some plays and concerts.



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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.

If any member of staff has a concern about the suitability of photography by parents, they should consult the Designated Safeguarding Lead, the Head or Deputy Head Prep who will consider the situation with reference to this policy and the College Safeguarding procedures and take appropriate action. Concerns will be taken seriously, logged and investigated appropriately.

The school sometimes records plays and concerts professionally (or engages a professional photographer or film company to do so), in which case copies of the DVDs and CDs 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, Filming and Audio Recording 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 cameras or filming equipment in a way that breaches this Policy, or the College Anti-Bullying Policy, Data Protection Policy, Computer Use Policy for pupils, or the School Rules is always taken seriously, and may be the subject of disciplinary procedures.