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# THE PERSE

## SCHOOL

CAMBRIDGE

### **Policy on Managing Images of Children**

**June 2015**

## 1 Introduction

1.1 **Scope:** This policy applies to the Perse School (the School), which comprises the Relevant Schools ie the Perse Upper School (The Upper School), the Perse Preparatory School (The Perse Prep School) and The Perse Pelican Nursery and Pre-Preparatory School including the EYFS Setting (The Perse Pelican School). It has been authorised by the **Governors**. It is available to parents and pupils on request. This policy is available in large print or other accessible format if required. The policy relates to the taking, using and storing of images of children:

- on School premises
- in connection with School activities
- for other legitimate purposes of the School.

It covers the activities of staff, pupils, parents, and visitors to the School.

1.2 References to the **Head** in this policy mean the Head of the Relevant School.

1.3 **Related Policies:** The School has Acceptable Use of ICT policies for both pupils and staff covering the use of electronic and digital equipment including mobile phones. The School's anti-bullying policy also applies. The Acceptable Use Policy for pupils is displayed throughout the School and the Anti-Bullying Policy is available on the School's website. The Acceptable Use Policy for staff is included in the Staff Handbook.

1.4 **Images:** this expression in relation to pupils concerns any image and includes:

- photographs and digital photographs
- video or film clips
- images captured by portable devices with a "camera" facility
- webcams.

1.5 **Taking images:** this expression includes, unless otherwise stated, making, editing, using, exhibiting and storing images of pupils.

## 2 Aims

2.1 The aims of this policy are:

- 2.1.1 to promote safety, welfare and respect for others;
- 2.1.2 to ensure a sensible balance between privacy, creative self-expression, good training practices and routine collating of information;
- 2.1.3 to comply with the law and good practice without adhering to unnecessary bureaucratic procedures.

## 3 Privacy

3.1 No person is authorised to take or make images of children that:

- might cause embarrassment or distress
- are associated with distressing or sensitive issues
- are unnecessarily intrusive

or which are otherwise not in accordance with the reasonable expectations of the pupil or their parents. Consent should be obtained in accordance with 5.2 below.

If there is any doubt about these matters, the person wishing to take or make the image must obtain consent. Any consent must be in writing (unless the Bursar agrees otherwise).

- 3.2 Filming and photography by school approved professionals will take place only with the consent of a senior member of staff and under appropriate supervision. When images are taken or made for publication by television or newspaper journalists, children may be named if there is reason to do so (we may obtain consent depending on the circumstances): home addresses will not be given out although a journalist would often want to mention the town of residence. If it is expected that the press will be attending school events, this will be indicated in newsletters, bulletins or on publicity materials.

## **4 Photographs and images**

- 4.1 The School may use images (which includes photographs and video) of pupils in the School's promotional or fundraising material. This may include publication in our prospectus, in newsletters, on our website and on the School's officially sanctioned social media sites. Images of pupils may also be used for press and media purposes, for example, in a local newspaper.
- 4.2 A pupil's image may be used by the School as part of the curriculum or in connection with extra-curriculum activities.
- 4.3 If parents do not want images of the pupil to be used they should contact the Head of the Relevant School in writing and request an acknowledgment of their letter. The School will acknowledge receipt of requests within 10 working days. Where the parents do not receive acknowledgement of their letter as expected, they should contact the School without delay.
- 4.4 Where a pupil is aged 12 years or older they are considered mature enough to exercise their own data protection rights. The parents of a pupil who is sufficiently mature should consult with their child before asking the School not to use their child's image.
- 4.5 A pupil of sufficient maturity may ask the School not to use their image for any purpose. This request does not need to be made in writing.
- 4.6 Where such notification is received the School will not use the pupil's image or name (as appropriate) in future, although it will do so in any communication already signed off for print or launch or that has already been produced, published or distributed.
- 4.7 Please also see the School Data Protection Statement for Pupils, Parents and Legal Guardians.

## **5 Seeking consent**

- 5.1 Although consent is not always a legal requirement, the School will seek express prior consent where the use of the image is considered to be privacy intrusive. For example, we may obtain consent:
- for use of pupils' images by or with commercial sponsors;
  - where a pupil wishes to use images of other pupils as part of GCSE or A-level coursework;
  - for use of pupils' images as part of an advertising campaign.
- 5.2 Consent does not need to be in writing. If the School decides that express prior consent is required then it will be sought as follows:
- 5.2.1 where the pupil is in Year 7 or below, permission will be sought from a parent or guardian;

5.2.2 where the pupil is in Year 8, 9, 10 or 11 then permission will be sought from both the pupil and the parent / guardian; and

5.2.3 if the pupil is in Year 12 or 13 then only the pupil's permission will be sought.

5.3 The same approach will be taken in respect of former pupils.

5.4 Any objection should take precedence over the publicity requirements of the School.

## **6 Taking and storing of images by staff (including in the EYFS setting)**

Members of staff may wish to record and store images of pupils during lessons for internal teacher training purposes. This will be carried out in accordance with the School's Policy on the Acceptable Use of IT for staff.

Staff may also wish to take images of children using their personal cameras or other portable devices, for instance on school trips, at school plays and concerts or at sporting activities. The following rules apply:

- Staff may upload images to the School's Computer network.
- Those images must be transferred as soon as is reasonably practicable.
- Following transfer, images must be removed from the personal camera or other portable device
- Unless agreed in advance with the Director of ICT, staff may not upload images onto personal computers or other electronic devices.
- Images must not be uploaded to personal social networking sites

## **7 Taking of images by parents, friends and visiting teams (including in the EYFS setting)**

Parents, friends and other visitors often wish to take images of their children at school plays and concerts or sporting activities.

Courtesy and good manners require that the following rules are respected:

- visitors must use their technology with consideration and confine their photography to the relevant event
- if visitors ask whether they can take photographs, they should be reminded that whilst it is permissible under the Data Protection Act 1998 to take photographs for personal use, publication of such images (including on personal social networking sites even where access to the image may be limited) may be unlawful
- visitors who wish to upload images of an event onto a website (including personal social networking sites) may only do so with the permission of the School and of the subjects (or their parents if the subjects are not of sufficient maturity and understanding to provide consent).
- where a play, concert or other event is subject to copyright and performing rights restrictions, visitors will not be permitted to take images, photographs or video film. Official photographs or videos may be available for sale, however.

The School expects visiting teams and their supporters to also act with courtesy and good manners. However the School cannot take responsibility for the use of images of its pupils taken by visiting teams and their supporters.

## **8 Storing Images (both formal and informal)**

### **These images are subject to the Data Protection Act 1998**

- 8.1 All pupils are photographed on entry to the School and from time to time thereafter. The resulting image forms part of the pupil's personal record.
- 8.2 All photographic images are stored securely in a password protected section of the school's computer network.
- 8.3 The School's website is regularly checked and updated and expired material is deleted (please note that the School's existing publications and archived material may contain these images).
- 8.4 Images will not be shown, copied or given to any unauthorised person.

## **9 Use of cameras and mobile devices with camera facility by pupils**

- 9.1 Pupils below Year 12 are not allowed to operate mobile phones during school hours except in the designated area or with the express permission of a member of staff. They may only use cameras with the express permission of the member of staff in charge and with the permission of those appearing in the image.
- 9.2 Pupils in the Pelican School are not allowed to bring mobile phones into School.
- 9.3 Year 12 and 13 pupils may only take images with electronic devices or cameras with the express permission of all those appearing in the image.
- 9.4 All pupils must allow staff access to images stored on mobile devices and / or cameras and must delete images if requested to do so. Any search will be conducted in accordance with the School's Policy on Searching and the Retention and Disposal of Confiscated Items.
- 9.5 Using photographic material of any kind to bully, harass or intimidate others will not be tolerated and will constitute a serious breach of discipline. Such incidents will be dealt with in accordance with the School's Anti-Bullying and Behaviour and Discipline Policies.

## **10 Child protection**

- 10.1 When publishing images of children in school documents, on the School website or on the School's official sanctioned social networking sites, care will be taken to minimise the risk of such images being modified to create inappropriate or indecent images. The Designated Safeguarding Leads for Child Protection as specified in Annex 1 of the School's Policy on Child Protection can give specific advice as requested.
- 10.2 Staff will be mindful of child protection issues and will raise concerns with the Designated Safeguarding Leads for Child Protection if they become aware of anyone:
  - taking an unusually large number of images
  - taking images in inappropriate settings such as cloakrooms, toilets or changing areas
  - taking images of children who are apparently unaware that they are being photographed or filmed.

<b>Authorised by</b>	Sir David Wright (Chair) on behalf of the Governors
<b>Date</b>	23 <sup>rd</sup> June 2015

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