

Habs

HABERDASHERS'
ELSTREE SCHOOLS

Taking, storing and using images of students'

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1 This Policy

This Policy is intended to provide information to students and their parents, carers, guardians or family members (referred to in this policy as "parents") about how images of students are normally used by Haberdashers' Elstree Schools. 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 students themselves, and the media.

It applies in addition to the school's [terms and conditions / parent contract], and any other information the school may provide about a particular use of student images, including e.g. signage about the use of CCTV; and more general information about use of students' personal data, [e.g. the school's Privacy Notice]. Images of students in a safeguarding context are dealt with under the school's relevant safeguarding policies.

1.1 Supporting Documents

The following related information is referred to in this policy:

CCTV Policy
Data Protection Policy
Privacy Notice for Parents
Privacy Notice for Older Students
Privacy Notice for Younger Students

1.2 Terminology

Head, where not explicitly defined, means either the Head of the Girls' School or the Head of the Boys' School.

School means Haberdashers' Aske's Elstree Schools Limited as Trustee of Haberdashers' Aske's Charity trading as Haberdashers' Girls' School **and/or** Haberdashers' Boys' School, as now or in the future constituted (and any successor).

Student or **Students** means any student or students in the School at any age.

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.

The School reserves the right to take, store and use images of all its students for the school's marketing and the Haberdashers' Company marketing purposes. Parents who accept a place for their child at the school are required to sign a copy of the policy below or the form attached to the school's terms and conditions. Parents will need to email the Head if they do not consent to the use of images. However, parents should be aware of the fact that certain uses of their child's images may be necessary or unavoidable (for example if they are included incidentally in CCTV or a photograph).

Parents should be aware that, from around the age of 12 and upwards, the law recognises students' own rights to have a say in how their personal information is used – including images.

3 Use of Student Images in School Publications

Unless the relevant student or his or her parent has requested otherwise, the school will use images of its students 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, students, 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, Facebook and LinkedIn. [Such images would not normally be accompanied by the student's full name without 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 students' names [and in some circumstances the school will seek the parent or student'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 students. The school will store the images securely and centrally].

4 Use of Student Images for Identification and Security

All students are photographed on entering the school and, thereafter, at [three-yearly] intervals, for the purposes of internal identification. These photographs identify the student by name, year group, house and form/tutor group.

CCTV is in use on school premises and will sometimes capture images of students. Images captured on the school's CCTV system are used in accordance with the Privacy Notice and CCTV Policy.

5 Use of Student 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 students are participating, and will make every reasonable effort to ensure that any student whose parent or carer has refused permission for images of that student, 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 students to go alongside the images, and these will be provided where parents have been informed about the media's visit and either parent or student has consented as appropriate.

6 Security of Student 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 students 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 students 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 students held by the school where it is necessary for them to do so.

All staff are given guidance on the school's Policy on Taking, Storing and Using Images of Students, and on the importance of ensuring that images of students are made and used responsibly, only for school purposes, and in accordance with school policies and the law.

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

Parents, guardians or close family members (hereafter, parents) must not take photographs nor film at school events or sporting fixtures, unless specific permission has been granted by the school. If permission is granted to photograph or film, the following guidelines must be adhered to:

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 students, except incidentally as part of a group shot, without the prior agreement of that student's parents.

Parents are reminded that such images are for personal use only. Images which may, expressly or not, identify other students should not be made accessible to others via the internet (for example on WhatsApp, Facebook and Instagram), or published in any other way.

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 students.

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 students taking part in such plays and concerts will be consulted if it is intended to make such recordings available more widely.

8 Use of Cameras and Filming Equipment by Students

All students 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 school for anything other than educational purposes. If filming for educational purposes, there must be consent from a teacher and all students involved. Photography and filming must not be 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, e-Safety Policy, IT Acceptable Use Policy for Students or Safeguarding Policy, is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.