



Use of Digital Images (Prep School) Policy

Ref: LP-PJ-032

Version: 7.1

Date: 7th April 2022

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Description: This policy outlines the Prep School's approach to the taking and use of digital images of the pupils

OUR SCHOOL AIMS

- ❖ *To be a safe and trusted foundation for our pupils to achieve their individual academic, social and creative potential.*
- ❖ *To cultivate the skills, knowledge, self-awareness and academic credentials our pupils will need to confidently meet the challenges of our rapidly changing world.*
- ❖ *To instil and nurture a strong sense of social responsibility, integrity and environmental awareness so our pupils positively contribute to a sustainable and just society.*
- ❖ *To guide each pupil in the discovery, delight and development of their individual gifts, talents and character.*
- ❖ *To create and sustain an inclusive school culture, where diversity and difference are recognised and valued.*
- ❖ *To prioritise physical and emotional wellbeing across every facet of our school community.*

1.0 INTRODUCTION

- 1.1 During the school year there are a number of occasions when Prep School staff or parents will want to take photographs or videos of pupils. Such occasions include everything from assessment and curricular purposes in the classroom to awards ceremonies, Prep School shows and sporting events as part of the wider life of the Prep School. This policy sets out to provide a clear set of guidelines which will balance our wish to record events in the life of the Prep School and its pupils while protecting the rights of individuals.
- 1.2 Throughout this policy 'photography' refers to digital images, DVDs, videos and photographic prints or slides. 'In school' refers to all occasions whenever and wherever pupils are the responsibility of Education, Pastoral and Sport staff. 'Parent' refers to anyone with parental rights and responsibilities in relation to a pupil.
- 1.3 Lingfield College Prep recognises that every member of the school community has a right to privacy under both human rights and data protection legislation, and that this right must be respected at all times. The main legislation considered is the GDPR (General Data Protection Regulation (EU) 2016/679) which requires us to ensure all individuals have information of a personal nature treated in a proper and appropriate manner. We have also taken account of child protection issues and the need to be mindful of copyright restrictions. See Data Protection Policy



2.0 POLICY AIMS

The Photography Policy sets out to ensure that:

- Digital images are only used for the purpose intended.
- School use of digital images is facilitated.
- Personal family photography and videos are allowed where possible.
- Individual rights are respected and child protection ensured.
- Parents and pupils are given the opportunity to opt out.

3.0 PREP SCHOOL USE OF DIGITAL IMAGES

3.1 The Prep School uses digital images for a number of purposes:

- As evidence for Early Years objectives
- Assessment of pupils in some class situations
- Illustrating aspects of learning and teaching
- Identification and security
- Recording events in the life of the Prep School
- Publicity/marketing
- Celebrating or promoting Prep School events on the website

3.2 Digital Images will not be used for any purpose other than that originally intended. Any images of pupils which are used by the School must conform to appropriate standards of integrity and decency, and must avoid any possibility of embarrassment to the subject of the photograph.

3.3 Photographs (eg used for identifying pupils on iSAMS) will not be held on databases once the photographs have been replaced or expired. Photos will be deleted or disposed of by return to child/parents or by shredding as appropriate.

4.0 PUBLISHING PUPILS' IMAGES AND WORK

4.1 Photographs that include pupils are selected carefully. Wherever possible, the Prep School will seek to use group photographs rather than full-face photos of individual children.

4.2 Pupils' full names are not used on any form of media, particularly in association with photographs.

4.3 Parents are clearly informed of the Prep School policy on image taking and publishing on the School website and Moodle/Firefly.

5.0 DIGITAL IMAGES TAKEN ON MOBILE DEVICES

5.1 The taking of digital images with devices such as mobile phones, tablets or cameras without the expressed permission of the person being photographed is strictly forbidden in the Prep School or on school transport.

5.2 Digital Images or video footage of students should be stored securely, only on Prep School equipment.



- 5.3 Staff should not photograph students using their own devices but should use Prep School cameras, Prep School tablets or Prep School mobile phones.

6.0 PARENTAL PHOTOGRAPHY / VIDEOS

- 6.1 In many cases, digital images taken at Prep School events form an important part of family albums. Everything possible will be done to ensure this tradition is allowed to continue.
- 6.2 Parents are welcome to take digital images of their own children at awards ceremonies, Prep School concerts/shows and sporting events. However, care must be taken not to interfere with the smooth running of the event or to compromise health and safety. These images are for personal use only and must not be uploaded to social network sites without the express permission of those children in the photo/video. They must ensure that no other child in the image is identifiable.
- 6.3 Commercial copyright in Prep School shows or drama productions will normally preclude parents from filming or recording pupil performances. If that is the case, the audience will be told that there must be no infringement of copyright.
- 6.4 From time to time, the media are asked to cover Prep School events or to highlight pupil successes. It is an important part of publicising pupil achievement and informing the public about educational initiatives.
- 6.5 Digital Images of pupil activities and achievements may be posted on the School website. Consent forms of digital images to be taken of pupils will be sent out to parents upon registration and regularly thereafter. If in future you should wish to change your decision please inform us in writing. In all cases the Prep School will respect the wishes and the image rights of the individual. Where general or specific consent is withheld by a pupil or parent, the Head of Prep School will ensure that all staff are informed, and the Prep School will make every effort to comply sensitively with the request.

7.0 SCHOOL PHOTOGRAPHER

For many years the School has engaged the services of an outside photographer to take photographs of groups of pupils. Copyright on all such photographs is retained by the photographer.

8.0 PREP SCHOOL TRIPS

- 8.1 Digital Images taken on Year group trips, curricular trips (eg Geography and Science field trips) and extra-curricular trips (eg Sports fixtures, musical activities and workshop days) may be displayed within classrooms and on the Prep School noticeboards after the pupils return to school. They may also be included in the Prep School newsletter, on the website or on the school social media. In the longer term, such digital images may be retained as part of an archive recording the history of the School.
- 8.2 CCTV The School's Data Controller will ensure that appropriate controls are imposed on images recorded on CCTV. Such images will be retained securely and only viewed by designated members of staff responsible for School security.



9.0 STAFF USE OF MOBILE DEVICES

- 9.1 Staff are asked to restrict their use of personal mobile phones during the school day when they are around pupils, and reference is made to this in both the Staff Code of Conduct and the Safe Working Practice forms. Staff working in the Early Years Foundation Stage must lock their mobile devices away in the lockable cabinet in the EYFS kitchen.
- 9.2 School ipads may be used by staff for professional/educational purposes only.
- 9.3 Lingfield College staff visiting the Prep School are advised that no mobile devices are permitted in the Foundation Stage areas of the Prep School, and that they should be placed in secure boxes in the EYFS kitchen while they are there.
- 9.4 Staff should not use personal devices such as mobile phones or cameras to take photos or videos of pupils. Each year group is provided with a Prep School camera and the PE department, office and Prep School Marketing Co-ordinator also have a School camera which must be used when taking photos of the children.

10.0 RELATED POLICIES

This policy should be read in conjunction with other relevant School policies, including:

- Anti-bullying & Cyberbullying Policy
- Behaviour Management Policy (including the Pupil Code of Conduct)
- Child Protection and Safeguarding Policy
- Educational Visits Policy
- E-Safety Policy
- Internet & Social Networking Policy
- School Improvement Plan
- Staff Code of Conduct
- Use of ICT Policy
- Data Protection Policy
- CCTV
- Computer Usage
- Mobile Phone Policy

Last reviewed September 2021

Next review due September 2022



APPENDIX A

Use of Digital Images (Photography & Video)

Dear Parents

At Lingfield College Prep we take photographs or videos of our pupils when they are involved in Prep School activities. There are many opportunities for digital imagery to be used, eg during a learning activity to demonstrate or evaluate work, to give presentations, to share good practice with the wider community or to celebrate achievements. These may be displayed on our website or Twitter feed, which is public-facing and could potentially be viewed by anyone on the internet, or they may be displayed on Moodle, our VLE (Virtual Learning Environment), which is private to the school community and can only be viewed by those with a username and password. Occasionally, the Prep School may be visited by the news media (usually local newspapers) to take photographs or film of an event at the Prep School. Pupils will often appear in these images which will be published in local newspapers or broadcast on television.

To comply with the General Data Protection Regulation (EU) 2016/679, we need permission to use photographs or recordings of any child, and observe the following regulations:

- When posting images for external use, we avoid using a pupil's first name and surname when it is an individual photograph.
- If showcasing digital video work to an external audience, we take care to ensure that pupils are not referred to by full name on the video, and that pupils' full names are not given in credits at the end of the film
- Only images of pupils in suitable dress will be used

We would like to ask your permission for the use of digital images. Please answer the following questions:

1. May we take photographs of your child and use them (unidentified individually by their full name) in publications, on the School website and on video or webcam?
Please circle your answer: **YES / NO**

2. Do you consent to your child being photographed by local newspapers and other news media on the basis that their full names may be published along with the picture?
Please circle your answer: **YES / NO**

I have read and understood this document. I understand that images of my child(ren) will only be used to support learning activities or in publicity that reasonably promotes the work of the School, and for no other purpose.

Name of Pupil: _____ Form: _____
Signed: _____ (Parent) Date: _____

Please return this form to the School Office.