

THE RICHARD PATE SCHOOL



Policy on Taking, Storing and Using Images of Children

Reviewed June 2019

At the Richard Pate School, we are an open and inclusive community that is very proud of all of the achievements of all of our pupils in their academic, artistic and sporting endeavours. We celebrate our diversity and give all of our many visitors a warm welcome.

We particularly welcome parents to our concerts, plays and sporting events, as well as to more formal occasions during the school year. The school walls are decorated with examples of pupils' work, team photographs and photographs of trips and expeditions in which our pupils have participated. We make full use of electronic notice boards inside the school to enhance our displays. Our web site is updated regularly, and all parents are sent our e-newsletters in order to keep them fully abreast with the news of our active community.

The Application of Data Protection Laws to Taking, Using and Storing Images of Children

Parents who accept a place for their child at the School are invited to agree to the School using anonymous photographs of their child and information relating to his or her achievements for promotional purposes, which may be published in the prospectus, on the website, in media outlets, such as newspapers, magazines or websites, as well as displayed within the premises, and used in bulletins sent to the School community.

Use of Images: Displays etc.

We will only use images of our pupils for the following purposes:

- Internal displays (including clips of moving images) on digital and conventional notice boards within the School premises,
- Communications with the School community (parents, pupils, staff, Governors and alumni),
- Marketing the school via the website, prospectus, displays at educational fairs, articles in newspapers or magazines, adverts and through other marketing functions and by other means.

Use of Images: Internal Identification

All pupils are photographed every year by the school photographer and a small thumbnail image from this photo set is stored by the School in its management information system for the purposes of internal identification.

Small thumbnails of children identified with special medical or dietary requirements are displayed in the staff room, medical room, main school kitchen and Nursery kitchen to ensure that all staff are aware of their special circumstances and to protect from any serious medical emergency. Included with this information may be specific medical action plans in case of a medical emergency such as an allergic reaction, fit or other episode.

The management information system, is password protected to allow access and is restricted to academic, pastoral and school office staff. Any parent who so requests will be sent a copy of his or her son or daughter's photograph.

Images That We Use in Displays and on our WebSite

The images that we use for displays and communications purposes never identify an individual pupil. Instead, they name the event and date that the photograph was taken (for example, "Snow, January 2018"). We only use images of school activities, such as plays, concerts, sporting fixtures, prize-giving, school trips etc in their proper context. We never use any image that might embarrass or humiliate a pupil. Pupils are always properly supervised when professional photographers visit the school. Parents are given the opportunity to purchase copies of these photographs.

Storage and Review

Our images are stored in the password-protected management information system, or on the password-protected internal school computer network. Photos of past pupils are removed from the management information system as they leave.

On our website there are images on the permanent area of the website and the galleries, which are being constantly updated. Our website gallery of photos is reviewed to ensure that the photos conform to the requirements of this document, and galleries are removed from the website after 7 years.

Media Coverage

We will work with the media to ensure that they do not publish the image of any child whose parents or guardians have refused permission for images of their children to be used.

We will complain to the Press Complaints Council (PCC) if the media fails to follow the appropriate code of practice for the protection of young people.

Use of Cameras and Recording Equipment by Parents and Guardians

Parents are welcome to take photographs of their own children taking part in sporting and outdoor events. 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 recording devices with consideration and courtesy for the comfort of others.

We ask parents not to take photographs of other pupils on their own, without the prior agreement of that child's parents.

We also ask parents not to post photographs of children other than their own on social media sites, without the prior agreement of those children's parents.

Flash photography can disturb others in the audience, or even cause distress for those with medical conditions; we therefore ask that it is not used at indoor events.

Parents are also reminded that copyright issues may prevent us from permitting the filming or recording of some plays and concerts. Copyright information is included in the programmes.

Parents who accompany a school trip are asked to sign a form to state that they will not take any photographs or videos other than on a School camera, from which images or videos are only to be downloaded by the School.

Use of Cameras and Recording Equipment by Members of Staff

Photographs/videos taken by members of staff should only be taken on a school camera (or device) and only downloaded onto school computers, never onto personal computers. (This is detailed in our Staff Handbook.)

Staff must not take any photographs/videos from the site without permission from the Headmaster.