

TAKING, STORING AND USING IMAGES OF STUDENTS POLICY

Last reviewed:	April 2022
Next review due:	April 2023
Reviewed by:	Academic Director Senior Marketing Manager Heads of Sport, Drama and Music departments Head of Admissions

1. This policy

- This policy is intended to provide information to students and their parents, carers or guardians (referred to in this policy as "parents") about how images of students are normally used by d'Overbroeck's. 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 parent contract (Terms and Conditions), and any other information the school may provide about a particular use of student images, such as signage about the use of CCTV; and more general information about use of students' personal data, eg, the school's Student Privacy Notice. Images of students in a safeguarding context are dealt with under the school's Safeguarding and promoting welfare of children policy.

2. General points of which to be aware

- 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.
- 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, when completing the relevant section of the Acceptance Form. However, parents should be aware 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).
- We hope parents will feel able to support the school in using student images to celebrate students' sporting, artistic and academic achievements; to promote the work of the school; and for important administrative purposes such as identification and security.
- Any parent who wishes to limit the use of images of a student for whom they are responsible should contact the Head of Section or Principal in writing. The school will respect the wishes of parents/carers (and indeed students themselves) wherever reasonably possible, and in accordance with this policy.
- 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/ 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; and
- for purposes detailed directly below (i.e., when consent would otherwise be sought) where the student's image is incidental to the focus of the image, or the student is not readily identifiable.

In all these uses, the school will rely on its legitimate interests to use the image, namely to celebrate the achievements of our students and to promote the work of the school.

The school will normally seek the consent of parents (and where appropriate, students) to use images of students:

- on the school's website and, where appropriate, via the school's social media channels, eg, Twitter, Instagram and Facebook. Such images would not normally be accompanied by the student's full name; 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;

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 only use images of students in suitable dress and the images will be stored securely.

4. Use of student images for identification and security

- Year 7-11 students are photographed on entering the school and, thereafter, at three-yearly intervals, for the purposes of internal identification. This will be added to their electronic student record. Sixth Form and International School students are photographed on entry for use in their student record and on their identification badge. A whole school photograph is also taken periodically.
- 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 Student Privacy Notice and any other information or policies concerning CCTV which may be published by the school from time to time.

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 Taking, Storing and Using Images of Students Policy 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. Photographs and filming by visitors and agents

Visitors to the school, prospective parents and agents must not film or take photographs of any school site if the photograph or film includes images of students. If any visitor is unsure whether they may film/photograph a particular scene, they should check with a member of school staff.

8. Use of cameras and filming equipment (including mobile phones) by parents

Parents, guardians or close family members (hereafter, "parents") are welcome to take photographs of (and where appropriate, film) their own children taking part in school events, subject to the following guidelines, which the school expects all parents to follow:

- Given the different circumstances at different events (such as copyright restrictions, exam board rules, individual event or student circumstances) parents will be given guidance by the staff leading the event (and in writing in the programme if there is one) as to whether or not images may be taken. Parents should only take images when they have clarified that this is permitted, and should seek advice if unsure. The school will always print a reminder in the programme of events where issues of copyright apply.
- If photographs/filming is allowed, 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 must not be used, as it can disturb others in the audience, or even cause distress for those with medical conditions.
- Parents are asked not to film or take photographs of students other than their own children, 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 must not be made accessible to others via the internet (for example on Facebook), 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.

9. 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 toilets, washing or changing areas, nor should photography or filming equipment be used by students 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, Data Protection Policy, e-Safety Policy, Safeguarding and Promoting the Welfare of Children Policy and the Behaviour, Rules Rewards and Sanctions Policy is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant policy as appropriate.

10. Point of contact

Tracy Roslyn, Data Compliance Administrator, is responsible for overseeing compliance with this policy. If you have any questions about this policy notice or how we handle your personal information, please contact her at tracy.roslyn@doverbroecks.com .

Associated policies available from the [policies page](#) of the school website:

- Anti-bullying policy
- Behaviour, rules, rewards and sanctions policy
- CCTV policy
- Data protection policy
- e-Safety policy
- Safeguarding and promoting the welfare of children policy

Our Student Privacy Notice is available from the [Privacy Notice page](#) of the school website.

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