

Image statement

Introduction

This statement is intended to provide information to pupils and their parents, carers or guardians (referred to in this statement as "parents") about how images of pupils are normally used by The Rivers C of E Academy Trust and member schools, across all areas of including Pre-schools, nurseries and the Teaching Alliance (referred to in this statement as "school").

Photographs and video images are classed as personal data under Data Protection legislation, including the EU's General Data Protection Regulation (GDPR).

This Statement applies in addition to the school's parent contract, and any other information the school may provide about a particular use of pupil images, including e.g., signage about the use of CCTV, and more general information about use of pupils' personal data, e.g., the relevant school's Privacy Notices. Images of pupils in a safeguarding context are dealt with under the school's relevant safeguarding policies.

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 recording of photographic and video images is used to demonstrate pupil achievement and progress appropriate to the school's curriculum and may be presented in pupils' books or development records. In all cases of recording such information, school cameras are used. These are only taken off site to record evidence of out-of-school learning, for example on a school trip. Stored footage or photographs taken remain electronically in school. Staff are encouraged to use school equipment for this and not to use their own mobile devices to record such evidence. If they do, they must download the images as soon as possible and delete from their own device.
- If staff take images of children in School activities, they are required to download the images within 24 hours of taking them, or within 24 hours of return from the trip on which they were taken. Downloading is done on the appropriate school pictures folder, managed at School. Images may be kept on a device that is owned by the school rather than the individual member of staff.
- 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 statement, by completing the appropriate consent form, and/or from time to time if a particular use of the pupil's image is requested. 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)
- The school will obtain consent from pupils and parents at the beginning of each academic year using the **Images and Videos Parental Consent Form**, which will confirm whether or not consent is given for taking, sharing and storing images and videos of a pupil. The consent will be valid for the entire academic year.

- We hope parents will feel able to support the school in using pupil images to celebrate the achievements of pupils, sporting and academic; 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 pupil for whom they are responsible should contact the school in writing. The school will respect the wishes of parents/carers (and indeed pupils themselves) wherever reasonably possible, and in accordance with this statement.
- Parents should be aware that, from around the age of 12 upwards, the law recognises pupils' own rights to have a say in how their personal information is used – including images.
- Pupils' full name will never be used alongside any videos or images.
- Where the school uses images of individual pupils, the name of the pupil will not be disclosed. Where an individual pupil is named in a written publication, a photograph of the pupil will not be used to accompany the text. **If, for example, a pupil has won an award and their parent would like their name to be published alongside their image, separate consent will be obtained prior to this.**
- Only appropriate images and videos of pupils will be posted in which they are suitably dressed, i.e., it would not be suitable to display an image of a pupil in swimwear.

Purpose of statement

The purpose of this statement is to:

- protect children and young people who take part in school events and activities, especially those where photographs and videos may be taken
- set out the overarching principles that guide our approach to photographs/videos being taken
- to ensure that we operate in line with our values and within the law when creating, using and sharing images of children and young people

The statement applies to digital platforms such as websites and intranets and personal media platforms such as networking sites (e.g., Facebook, Instagram etc.), blogs, microblogs such as Twitter, chatrooms, forums, podcasts, open access, online encyclopaedias such as Wikipedia and content sharing sites such as Flickr and YouTube. However, this list is not exhaustive and new on-line platforms are to be considered automatically covered.

The internet is fast moving technology and it is impossible to cover all circumstances or emerging media therefore the principles set out in this statement must be followed closely, irrespective of the medium or platform.

Risks of sharing images online

Sharing photographs and images of children on social media or other online platforms carries potential risks. For example:

- children may become vulnerable to grooming if a photograph is shared alongside information that makes them identifiable. This includes personal details; a tag with location information; visual details such as a school uniform
- inappropriate images of children may be shared online
- images may be copied, downloaded, screenshotted or shared by anyone
- images of children may be adapted and used inappropriately
- photos or videos may appear in internet search results
- depending on the terms and conditions of using an online platform, the image may be owned by the platform once it has been posted. Platforms may then license images for use by third parties – such as for commercial purposes
- each photo or video, and any comments on them, become a part of a child's public image. This may affect them later in life – for example, it may affect how they see themselves, or how they are viewed when applying for a job

Use of pupil images

Use of pupil images in school publications and digital media

Unless the relevant pupil or his or her parent has requested otherwise, the school will use images of its pupils 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, pupils, staff, Governors and alumni) including by email, on the school intranet, website and by post.
- Where appropriate, via the school's social media channels, including but not limited to Twitter, Instagram and Facebook and emailed newsletters.
- In the School's prospectus and online, press and other external advertisements for the school.
- In programmes for events (including sport, music, drama).

The source of these images will predominantly be employees of the school (who are subject to policies and rules in how and when to take such images), or a professional photographer (checked for GDPR compliance), or occasionally pupils.

Use of pupil images for identification and security

- Pupils may be photographed on entering the school and, thereafter, annually, for the purposes of internal identification. These photographs identify the pupil by name, year group, house and form/tutor group
- If CCTV is in use on school premises it will sometimes capture images of pupils. Images captured on school CCTV systems are used in accordance with the Privacy Notice and any CCTV Policy

Use of pupil 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 pupils are participating, and will make every reasonable effort to ensure that any pupil whose parent or carer has refused permission for images of that pupil, 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 may ask for the names of the relevant pupils to go alongside the images, and these will be provided where either parent or pupil has consented as appropriate

Security of pupil 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 pupils 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 pupils 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 pupils held by the school where it is necessary for them to do so
- All staff are given guidance on **Taking, Storing and Using Images of Pupils**, and on the importance of ensuring that images of pupils are made and used responsibly, only for school purposes, and in accordance with school policies and the law.

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:

- 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 pupils, except incidentally as part of a group shot, without the prior agreement of that pupil's parents
- Parents are reminded that such images are for personal use only. Images which may, expressly or not, identify other pupils should not be made accessible to others via the internet (for example on social media accounts), or published in any other way
- Parents are reminded that copyright issues may prevent the school from permitting the filming or recording of some plays and concerts. The school will always print a reminder in the programme of events where issues of copyright apply
- 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 pupils
- 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 pupils taking part in such plays and concerts will be consulted if it is intended to make such recordings available more widely

Use of cameras and filming equipment by pupils

- All pupils 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 and iPads) is not allowed in toilets, washing or changing areas, nor should photography or filming equipment be used by pupils in a manner that may offend, or cause upset
- Explicit permission must be sought by a pupil to take a photograph of another pupil(s) or member of staff
- The misuse of images, cameras or filming equipment in a way that breaches this statement, or the school's Use of mobile devices Policy: Anti-Bullying Policy, Data Protection Policy for

Pupils, Parents and Carers, IT Acceptable Use Policy for Pupils, Safeguarding Policy or the School Rules is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.