



King's Schools  
TAUNTON

## **Policy on creation and use of digital and other images of current pupils (Photography Policy)**

This policy is applicable to all pupils including those in EYFS

### **Responsibility**

**Individual:** Deputy Head, Pastoral

### **Review**

**Last review date:** October 2020

**Next review date:** October 2021

### Introduction

King's Schools 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 newsletters in order to keep them fully abreast with the news of our active community.

This digital images policy applies to all staff and volunteers of King's Schools. They must ensure that the policy is adhered to at all times and is read in conjunction with the school's Safeguarding Policy, the Pupils' Use of ICT, Mobile Phones and other Electronic Devices Policy and the Anti Bullying Policy. If a member of staff has any concerns about the potential misuse of digital images they must report their concerns to the Designated Safeguarding Lead (DSL).

### General Principles

- Parents give consent for the School to use photographs of their children as legitimately required by the School. One such purpose is to publicise the School or its international schools or its pupils' achievements. We may take photographs of pupils to mark special occasions or to enhance their education. However, staff and pupils need to be aware of the risks associated with the use of these images and, in particular, with posting digital images on the internet. Those images may remain available on the internet forever and may cause harm or embarrassment to individuals in the short or longer term. There are many reported incidents of employers carrying out internet searches for information about potential and existing employees. The School will inform and educate users about these risks and will implement policies to reduce the likelihood of the potential for harm:
- Pupils are informed of the risks associated with taking digital images through the PSHE syllabus. In addition, when using digital images, staff should inform and educate pupils about the risks associated with the taking, use, sharing, publication and distribution of these images. In particular they should recognise the risks attached to publishing their own images on the internet e.g. on social networking sites.
- Images should only be taken and stored on School equipment. The personal equipment of staff should not be used for such purposes unless the DSL has given clear permission and controls have been agreed. Under such circumstances the equipment must be made available to the DSL for inspection on request.
- Photographs published on the website, or elsewhere, that include pupils will be selected carefully and will comply with good practice guidance on the use of such images. Individual close up pictures of a pupil often provides little context. An image of a group of children will often show an activity or situation to better effect. Close up pictures of an individual child with no surrounding context or purpose are therefore to be avoided where possible. Images of pupils must only be taken when they are suitably dressed and must not be taken of pupils in a state of undress. Particular care should be taken over images of pupils participating in sports activities. The taking of images in sensitive areas, such as bathrooms, is not permitted.

- It is the responsibility of the person taking the digital image of a pupil to ensure that it is stored securely and in line with the School's Privacy Notice. If a member of staff creates a digital image using School equipment it must not be kept for longer than is necessary. It must be permanently deleted or copied to the School's secure servers as soon as possible. Images with a long term historical value will be passed to the School Archives when no longer needed for their original purpose.
- The DSL, or a suitable senior member of the staff, will regularly review a selection of images of current pupils held on the server to ensure they are within the guidelines set out above.
- Care should be taken when creating digital/video images that pupils are not participating in activities which might bring the individuals or the School into disrepute.
- Staff must not take, use, share, publish or distribute images of pupils without their permission. A pupil's right not to be photographed must be respected.
- Pupils' full names must not be published in association with a photograph. Pupils' full names should not be used anywhere on a website, including social media, nor made available to the press.

### Specific Policy Guidelines

#### 1. The application of data protection laws to taking, using and storing images of children

Parents/pupils will be asked to complete a Photography Permission Form giving their consent for King's Schools to use photographs of their child and information relating to his or her achievements for promotional purposes (including advertising), both of the School and its international Schools, which may be published in the prospectus or on the web site, as well as displayed within the premises, and in bulletins sent to the School community.

#### 2. Use of images: displays etc

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

- Displays (including clips of moving images) on digital and conventional notice boards for members of the School community (and guests) within School premises
- Communications with the School community
- Promoting, communicating and providing information about the School and its international Schools

#### 3. Use of images: internal identification

All pupils are photographed on entering the School for the purposes of internal identification; these photographs will be updated as appropriate. These passport-sized photographs identify the pupil by:

- Name
- Year Group
- House

At King's College, they are securely stored in the password-protected area of the staff database and at King's Hall they are attached to the child's record on the school database. Access is restricted to academic, pastoral and School office staff. Older images may be held within records in the School Archives.

*Please note that consent is not required for these photos to be taken and stored with your child's file electronically on our school management information system for the legitimate purposes of providing academic, pastoral and other support.*

#### **4. Images that we use in displays and on our web site**

The images that we use for displays and communications purposes may identify an individual pupil. We only use images of School activities, such as plays, concerts, sporting fixtures, prizegiving, 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.

#### **5. Media coverage**

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

#### **6. Staff induction**

All new teaching and office staff are to be given guidance on the School's policy on taking, using and storing images of children.

#### **7. 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, with the exception of swimming matches. 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.

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. We always print a reminder in the programme of events where issues of copyright apply.

#### **8. Treating others with respect**

Everyone has a right to feel secure and to be treated with respect, particularly the vulnerable. Harassment and bullying will not be tolerated and clear guidelines to this effect are included in our anti-bullying policy which is available from the School. The School is strongly committed to promoting equal opportunities for all, regardless of race, gender, gender orientation or physical disability.

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All pupils are encouraged to look after each other, and to report any concerns about the misuse of technology, or worrying issue to a member of the pastoral staff. The use of cameras on mobile phones is not allowed in washing and changing areas, nor should photography be used in a manner that may offend or cause upset. The misuse of cameras in a way that breaches our anti-bullying policy is always taken seriously and may be the subject of disciplinary procedures.