

CHULMLEIGH ACADEMY TRUST

PUPIL IMAGES POLICY

The policy was adopted by the Directors on 15th July 2021

Chulmleigh Academy Trust - Policy on taking, using and storing of pupil images

Introduction

This Policy is intended to provide information to pupils and their parents, carers or guardians about how images of pupils are normally used by Chulmleigh Academy Trust. It also covers the Trust's approach to the use of cameras and filming equipment at Trust events and on Trust premises by parents and pupils themselves, and the media. The main legislation in this area is the General Data Protection Regulations (25th May 2018).

It applies in addition to any other information the Trust may provide about a particular use of pupil images, including signage about the use of CCTV; and more general information about use of pupils' personal data, contained in the Trust's Privacy Policies.

The Trust is lawfully entitled to process images and take decisions about how to use them. These images are necessary for the normal running of the schools in the Trust and meeting the purposes of providing an effective education.

Parents are asked to give their agreement to the use of images of their child by signing the consent form in the admissions pack. This form is valid indefinitely from the date the parent sign it. The uses of these images are set out in this policy. If additional consent is required, this will be sought from parents/carers. These images will be used to celebrate the achievements of pupils in all aspects of school life and promote the work of the Trust. Parents can withdraw their consent at any time by contacting the school which their child attends.

Parents/carers need to be aware that the law recognises pupils own rights to have a say in how their personal information is used (including photographs) from the age of 13.

Use of images for identification and safeguarding

All pupils are photographed on entry to the schools and every year thereafter for the purposes of identification. These images will be for internal purposes only, such as safeguarding.

CCTV is used on the Trust's premises and will capture images of pupils on the CCTV system. Images will only be used in accordance with the Trust's CCTV policy.

Use of pupil images in trust publications and around the schools.

Having obtained consent, the Trust will use images of its pupils to keep parents and other interested parties updated on the activities of the school, including news and events and for marketing and promotional activities. These include: -

- on internal displays on the Trust's premises such as noticeboards in classrooms and in corridors. In the consent form it is made clear that parents are giving consent to both the name and the image of their child to be displayed and that this may be seen by visitors to the school
- in communications with parents and other members of the Trust's community including by email and post
- on the Trust's website and via the Trust's social media channels e.g. Facebook, Twitter (these images will not be accompanied by the pupil's full name without permission). Historic photographs will remain on our school website and social media feeds but we will not re-use any photographs or recordings a year after your child leaves this school
- in the Trust's printed marketing materials and in online, press and other marketing and promotional purposes. In some circumstances the Trust will seek parents' and (if over 13), pupil's consent to include the pupil name as well, but normally, this would not be included.

The images will be taken by designated staff, professional photographers and occasionally pupils. In all cases they will be subject to rules on how and when to take images. This includes taking photos of pupils in appropriate clothing and settings. The images will be stored centrally and securely.

Staff who wish to take and have images of children published through any of the media listed above must inform the children that they are taking the image. They must also ensure that any pictures or video submitted for publication only has children whose photo consent has been given. Staff taking the images are responsible for making sure that children who do not have consent are not included in the image.

To help avoid publication in error, children who have not given consent are requested to remind the person taking the image not to include them and make sure they avoid having their image taken.

We will not use the personal details or full names (which means first name and surname) of any child or adult in a photographic image or video, on our website, on our social media platforms, in our school prospectus or in any of our other printed publications. If we name a pupil in the text, we will not use an individual photograph of that child to accompany the article. If the school wishes to publish an image of your child and their name together because of a one off special achievement, consent will be requested from the parent (and the child if over 13)

Use of pupil images in the media

Where practicably possible, the Trust will always notify parents in advance when the media is expected to attend an event or school activity in which 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 often asks for the names of the relevant pupils to go alongside the images, and these will only be provided where parents have been informed about the media's visit and the parent (and pupil if over 13) 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 the Trust's premises. The Trust uses only professional photographers with whom we have a contractual relationship and retains the copyright of all images (both still and moving).

The Trust takes appropriate security measures to ensure that images of pupils held by the Trust are kept securely on Trust systems, and protected from loss or misuse. The Trust will take reasonable steps to ensure that members of staff only have access to images of pupils held by the Trust where it is necessary for them to do so.

All staff are given guidance on the Trust's Policy on taking and storing of pupil images, and on the importance of ensuring that images of pupils are made and used responsibly, only for Trust's purposes, and in accordance with Trust policies and the law.

Use of cameras and filming equipment (including mobile phones)

Pupils, parents and staff are not permitted to have their mobiles phones out whilst on school premises. Parents are, however, permitted to take photographs of or film their children at designated events in the Trust's schools such as the Year 11 Leavers Ball and Nativity Plays in the primary schools.

Parents are asked not to take photographs of other pupils, except incidentally as part of a group shot, without the prior agreement of the pupil's parents. Parents may not film or take photographs in any circumstances in which photography or filming may be inappropriate or upset pupils.

The Trust 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.

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 staff. The use of cameras or filming equipment must not be used by pupils in a manner that may offend or cause upset. The misuse of images, cameras or filming equipment is

always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.