



# Hopelands Preparatory School

38/40 Regent Street, Stonehouse, Gloucestershire, GL10 2AD

## **Taking, Storing and Using Images of Children Policy**

### **SCOPE OF POLICY**

This policy applies to the school including the EYFS.

At Hopelands Preparatory 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. The school celebrates its diversity and gives all of its many visitors a warm welcome.

The school particularly welcomes parents to its 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. The school's website is updated regularly and all parents are sent weekly e-bulletins in order to keep them fully abreast with the news of the school's active community.

From time to time the school may be visited by the media who may take photographs or film footage at a school event. Pupils will often appear in these images which may then appear in local or national media (press and/or TV).

### **THE APPLICATION OF DATA PROTECTION LAWS TO TAKING, USING AND STORING IMAGES OF CHILDREN**

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

Pupils like to be photographed and to see their work displayed so we hope that parents will feel able to support the school by consenting to the school using images in the ways described herewith.

### **USE OF IMAGES: DISPLAYS ETC**

The school will use photographic images of its pupils for the following purposes:

- Internal displays (including clips of moving images) on digital and conventional noticeboards within the school premises;
- Communications with the school community (parents, pupils, staff, Governors and alumni) via password-protected sections of the school's website;

- Marketing the school digitally through the website and through the school's prospectus, through displays at educational fairs and other marketing functions and by other means.

## **IMAGES THAT THE SCHOOL USES IN DISPLAYS AND ON ITS WEBSITE**

The images that the school uses for displays and communications purposes never identify an individual pupil by their full name. Instead, they name the event, the term and year that the photograph was taken (for example, 'First XV rugby team' or 'Autumn Term 2009'). The school only uses images of school activities, such as plays, concerts, sporting fixtures, prize-giving, school trips etc in their proper context. The school will never use any image that might embarrass or humiliate a pupil. It will also only use images of pupils who are suitably dressed. 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**

Photographic images are stored securely either in lockable rooms or in a password-protected section of the school's database. They are reviewed annually and are deleted when no longer required. Parents are advised that the school will endeavour to ensure that images of their children will not be published in any new school material once they have left the school. Please note that the school's existing publications, website and archived material may contain these images.

The school has a procedure in place for regularly checking and updating its website in every school holiday when expired material is deleted.

The school expressly prohibits the use of images on any external website (other than the school's own) such as YouTube, Twitter, Facebook, Flickr etc.

## **MEDIA COVERAGE**

The school will always notify parents in advance when it expects the press to attend an event in which its pupils are participating and it will make every effort to ensure that children whose parents or guardians have refused permission for images of their children to be used are not photographed by the press.

The school 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.

## **STAFF INDUCTION**

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

## **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.

The school asks parents not to take photographs of other pupils on their own without the prior agreement of that child's parents.

The school also asks parents not to take photographs of their child or his/her fellow pupils in the swimming pool or changing rooms.

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 the school from permitting the filming or recording of some plays and concerts. The school always prints a reminder in the programme of events where issues of copyright apply.

The school records all plays and concerts professionally (not just those where copyright applies). Copies of the DVDs and CDs are available for parents to purchase.

## **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. The school's anti-bullying policy is set out on the school's website. The school is strongly committed to promoting equal opportunities for all regardless of race, gender, gender orientation or physical disability.

All pupils are encouraged to look after each other and to report any concerns about the misuse of technology or a worrying issue to a member of the pastoral staff. The use of cameras on mobile phones is not allowed, 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.

## **STAFF USE OF PERSONAL MOBILE PHONES AND CAMERAS**

Members of staff are aware that they are not to use their own personal cameras or mobile phones to take pictures of the school's pupils. When downloading any photographic or video material of the school's pupils, school computers and equipment will be used. The purpose of this is to ensure that sensitive material involving the school's pupils is kept safely on the school's equipment (computers, servers and memory sticks) and protected therefore by the school's security measures in place.

**To ensure the safety and welfare of children in our care personal mobile phones, cameras and video recorders must not be used when children are present.**

- All mobile phones must be kept in a secure place (not in a pocket), switched off and not be accessed throughout contact time with the children.
- In exceptional circumstances, which have been discussed and agreed with a member of the leadership team, staff may keep their phone switched on and accessible as long as they use their phone out of view of children, i.e. in a room designated for staff, e.g. the staff room or an office.
- During school visits mobile phones should be used away from the children and for emergency purposes only.

- Photographs or images of any children within our care may only be taken following parental consent and only using one of the school cameras / IT equipment. These images should remain within this setting or be shared only with the parents of the child concerned.
- Personal mobiles, cameras or video recorders cannot be used to record classroom activities. ONLY school property can be used for this.
- School photographs and recordings can only be transferred to, and stored on a school computer. Children are not allowed to have mobile phones in school. If children bring a phone to school they should take it to the school office where it will be kept until the end of the school day.
- Children have their photographs taken to provide evidence of their achievements for their development records (The Early Years Foundation Stage, EYFS 2007).

**Staff, visitors, volunteers and students are not permitted to use their own mobile phones to take or record any images of school children for their own records during the school day**

Mobile Phone Use Policy, please see <http://hopelands.org.uk/hps/wp-content/uploads/2016/07/Mobile-Phone-Use-Policy.pdf>

Children are not permitted mobile phones in the school. This applies to all year groups including EYFS. This is in accordance with our mobile phone use policy, please see <http://hopelands.org.uk/hps/wp-content/uploads/2016/07/Mobile-Phone-Use-Policy.pdf>

This policy was adopted at a meeting of

Hopelands Preparatory School

Held on

June 2017

Date to be reviewed

June 2018

Signed on behalf of the senior management team



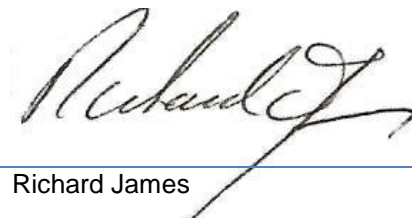
Name of signatory

Sheila Bradburn

Role of signatory

Head

Signed on behalf of the Governing Body



Name of signatory

Richard James

Role of signatory

Chair of Governors