



## Wychwood School

### Management of Images Policy

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#### Introduction

The school is mindful of the need to safeguard the welfare of children in school and all issues of child protection, data protection and parental consent will be given careful thought. Images may be used to harm children, for example, as a preliminary to 'grooming' or by displaying them inappropriately on the internet. This policy will apply to all forms of publications: print, film, video, DVD, on websites, and in the professional media and applies to any type of device that is capable of taking an image.

The policy relates to the taking, using and storing of still and moving images of children. The word 'image' in relation to pupils includes:

- photographs and digital photographs;
- video or film clips;
- images captured by mobile phones with a 'camera' facility;
- images captured on webcam
- images captured on CCTV
- images captured by any other device capable of doing so

These images may be obtained

- on School premises
- elsewhere in connection with School activities
- for other legitimate purposes of the School
- by staff for school use
- by the media
- by professional photographers with the school's authorisation

This policy applies to all members of staff, parents, guardians, pupils and visitors to Wychwood School. It is available on the School website and to parents and pupils on request from the School office.

This policy is intended to ensure

- that photographs are only used for the purpose intended
- that the appropriate use of school photographs is facilitated
- the individual rights are respected and child protection ensured
- that parent and pupils have the opportunity to opt out

- that the inappropriate use, adaptation or copying of images is prevented

Please also see the School's ICT Policy and the Anti-bullying Policy.

## **Aims**

The aims of this policy are:

- to promote safety and welfare and respect for others
- to ensure a sensible balance between privacy, creative self-expression and routine collating of information
- to comply with the law and good practice without adhering to unnecessary bureaucratic procedures
- to ensure the safeguarding of pupils

## **Ensuring Privacy**

No person is authorised to take images of children that:

- might cause embarrassment or distress; or
- are associated with distressing or sensitive issues; or
- are unnecessarily intrusive.

If there is any doubt about these matters, the person wishing to take the image must obtain the written consent of the child's parent or guardian and, where the child is of sufficient maturity and understanding, the written consent of the child.

## **Media Images**

Filming and photography by television or newspaper journalists will take place only with the consent of the Head and under appropriate supervision. When images are taken for publication by television or newspaper journalists, children will only be named if there is a particular reason to do so (for example if they have won a prize) and home addresses will not be given out.

If it is expected that the press will be attending school events, this will be indicated in bulletins or on publicity materials.

## **Promotional material**

It is an implied term of the contract for educational services which exists between the School and the parents of a pupil, that photographs of the pupil may be taken and used by the School in accordance with normal custom and practice. Such custom and practice will include: set piece photographs of the School, house, team, music group, theatre cast and snapshots of school activities. It has also been custom and practice for independent schools to use images of their pupils for marketing purposes, such as in prospectuses and promotional videos or displays on its website.

The School's terms and conditions specify that parents who do not want their child's photograph or image to appear in any of the School's promotional material must make sure that their child knows this and must write immediately to the Head, requesting an acknowledgement of their letter.

Where a pupil's photograph is used in the School's promotional material, the School will generally avoid using the pupil's name in connection with that photograph.

### **Taking of images by parents and friends**

Parents and friends often wish to take images of their children at school plays and concerts or sporting activities. Courtesy and good manners require that the following rules are respected:

- visitors who bring a camera on to the School premises may be asked to register it at a table sited near the entrance to the relevant event
- visitors must use their cameras with consideration and confine their photography to the relevant event so that the event is not disrupted and the health and safety of all parties is maintained
- if visitors ask whether they can take photographs, they should be reminded that whilst it is permissible under the Data Protection Act 1998 to take photographs for personal use, publication of such images may be unlawful
- where a play or concert or other event is subject to copyright and performing rights restrictions, visitors will not be permitted to take images, photographs or video film. Official photographs or videos may be available for sale
- only images of children suitably dressed will be allowed to reduce the risk of images being used inappropriately. Special consideration will be given to photographs taken during PE and swimming
- any adults or older pupils who help with assisting children to change or dress will not be allowed to take images during this time
- people with no connection with the school will not be allowed to take images – where possible, staff will question anyone who they do not recognise who is taking images at a school event or production.

### **Seeking consent**

Although consent of parent(s) or pupils is not always a legal requirement, the School will seek express prior written consent from pupils, or of parents if the pupil is not of sufficient maturity and understanding:

- for use of portrait style images of pupils;
- for use of pupils' images by or with commercial sponsors;
- where a pupil wishes to use images of other pupils as part of coursework;
- where the School might receive a payment or other tangible benefit for allowing the use of a photograph, for example, providing a photograph to the media where the pupil has subsequently become a celebrity.

Where consent is required as above we will obtain such consent from the pupil, provided the pupil is of sufficient maturity and understanding to provide consent. If not, consent will be sought from the parents. Pupils aged 12 and above will normally be considered to be capable of giving or withholding consent.

### **Photographs as part of pupil records**

All pupils will be photographed on entry and again at different times during their career at Wychwood to produce a passport-style photograph which forms part of the pupil's personal record.

These images are subject to the Data Protection Act 1998 and will therefore:

- be stored securely;
- not be used for any other purpose without the consent of the pupil or his or her parent(s);
- not be shown, copied or given to any unauthorised person.

### **Use of cameras and mobile phones with camera facility – Pupils**

Pupils may use cameras during school hours only with the express permission of the member of staff in charge and with the permission of those appearing in the image.

All memory sticks/cards that are put in any school computers are scanned before contents are downloaded.

All pupils must allow staff access to images stored on mobile phones and/or cameras and must delete images if requested to do so.

Pupils may not take images of staff without the member of staff's express permission. If a pupil possesses images of a member of staff, these images are for private use only and these images may not be published to the internet or on social media.

Using photographic material of any kind to bully, harass or intimidate others will not be tolerated and will constitute a serious breach of discipline.

Pupils must not take images of other pupils without their consent or against their wishes.

Pupils must not infringe another pupil's privacy in any way.

Pupils must not take images in a situation which humiliates, embarrasses or makes fun of others.

On no account should images be taken in changing rooms, toilets or other areas of privacy.

### **Use of cameras and mobile phones with camera facility – Staff**

Staff may use their own phones or cameras to take images or video of children during school events for use in school, for example, in assembly, on the Twitter feed, on the website, in The Elm (the School magazine) and for use in the valedictory assemblies.

Staff must download such images or video to the school servers within 48 hours of returning to school and must then delete them from their own cameras and phones. The photography teacher regularly archives these by placing them on the media server.

Staff should not have images of Wychwood pupils on any form of digital display out of school. However, where staff members are also parents at Wychwood School they will undertake to manage their family photographs of their children and their children's Wychwood friends so that no harm, bullying, harassment or intimidation of Wychwood pupils should occur.

Using photographic material of any kind to bully, harass or intimidate others will not be tolerated and will constitute a serious breach of the Wychwood staff code of conduct.

