

# PENNTHORPE

## USE OF CHILDREN'S IMAGES POLICY

THIS POLICY INCLUDES THE EARLY YEARS FOUNDATION STAGE



<b>ISI Code:</b>	
<b>Policy Author:</b>	Head of Marketing Lucy Brearley
<b>Date Reviewed by Author:</b>	October 2023
<b>Next Review Date:</b>	October 2024

### 1. INTRODUCTION:

The word 'images' is used here to include photographs, digital photographs, webcam, film and video recordings.

The Governors and staff at Pennthorpe believe that the responsible use of children's images can make a valuable contribution to the life and morale of the school. The use of photographs in school publicity materials (including brochures, website and social media) can increase pupil motivation and help parents and the local community identify and celebrate the school's achievements.

We only use images that the Head of Marketing considers suitable, and which appropriately represents the range of activities the school provides and the values it adheres to. No images will be used which could be considered to put any child at increased risk.

Through this policy we aim to respect young people's and parents' rights of privacy and minimise the risks to which young people can be exposed through the misuse of images. The policy takes account of both data protection and child protection issues. (See Safeguarding and Child Protection Policy).

### 2. DATA PROTECTION:

Members of staff taking photos of pupils participating in any school activity must use a school camera, mobile or iPad, not their own personal equipment. All images must be downloaded and stored at school: **UNDER NO CIRCUMSTANCES SHOULD ANY IMAGES BE TAKEN HOME.**

Photographs and video images of pupils and staff, where an individual may be identified, will constitute "personal data" under the definitions of Data Protection Act 1998 or General Data Protection Regulations (GDPR). 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 objection raised.

Parents who accept a place for their child at the school are invited to indicate to agree to the school using images of them as set out in this policy, via the electronic form sent out to gather new starter information, once a place has been accepted and confirmed. However, parents should

be aware of the fact that certain uses of their child's image may be necessary or unavoidable (for example if they are included incidentally on CCTV).

We hope that parents 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 update their preference on their child(ren)'s use of images should complete a request via the Parents' Area of the website (<https://www.pennthorpe.com/parents-area/image-consent/>). The School will respect the wishes of parents/carers (and indeed pupils themselves) wherever reasonably possible, and in accordance with this policy.

Parents should be aware that, from around the age of 12 and upwards, the law recognises pupils' own rights to have a say in how their personal information is used – including images.

The storing of images, and accompanying details, are in line with the General Data Protection Regulation (GDPR) guidance.

### 3. CHILD PROTECTION:

We will only use images of children in **suitable dress**. The Head, SLT and Head of Marketing decide if images of some activities – such as sports or arts – are suitable without presenting risk of potential misuse.

Any evidence of the use of inappropriate images, or the misuse of images, will be reported to the Head in the first instance or the school's Designated Safeguarding Lead (DSL).

Individual pupils will not be named in full (forename **and** surname) in conjunction with their image, unless additional parental permission is given, and we will never use an image of a child who is subject to a court order.

Parental consent for use of images is sought upon joining Pennthorpe and parents are asked to review this annually, at the beginning of each academic year. Change in parental consent can be made **in writing** during the academic year.

Parents are specifically requested not to share photos they may take of any children at the school, without first seeking each child's parents' consent. This includes sharing digital photos parents have access to via iConnect.

The taking of images, and accompanying details, are in line with the Department for Education's 'Keeping Children Safe in Education' guidance.

### 4. MOBILE DEVICES:

See 'Staff Use of Mobile Devices' Policy.

Mobile devices include, but is not exclusive to: mobile phones, smartphones, tablets, laptops, MP3 players and smartwatches. **Staff MUST NOT use their personal mobile phones or mobile devices to take photographs of children.**

The school provides staff with a range of filtered and monitored mobile devices in the form of mobile phones and iPads. Staff have permission to use these to take photographs for the sole purpose of school business. Photographs/stills or video footage of pupils/students should only be taken using school equipment for purposes authorised by the school and should be stored securely and only on school equipment. Personal mobile devices may not be used for this purpose.

In addition to this staff are not permitted to use personal mobile devices whilst carrying out any duty that involves supervision or contact with children - with the exception of trips and

visits where their use may be permitted if no school device is available, to facilitate the health and safety of the members of the party, with the express written permission of the Head or Deputy Head.

Personal mobile devices may not be used during lessons or formal school time. They should be switched off (or silent) at all times. The Bluetooth functionality of a mobile device should be switched off at all times and may not be used to send images or files to other mobile devices. See 'Staff Use of Mobile Devices' Policy.

Staff working in the Early Years Foundation Stage are required to place their mobile devices in a cupboard or other storage area away from the direct working area with the children.

Personal mobile devices are not permitted to be used in certain areas within the school site such as changing rooms, personal care areas and toilets, including the EYFS classrooms.

Personal mobile devices are not to be used on school trips or at matches unless to make emergency phone calls for example in event of an injury or known lateness of return to school.

Misuse is regarded as a breach of school discipline and will be dealt with accordingly.

## 5. CHILDREN PHOTOGRAPHING CHILDREN:

Staff will supervise and maintain control over any pupil photography taking place during on-school or off-site activities.

Staff are aware of the risk of child-on-child abuse and will be vigilant in supervising children when using school devices to photograph one another and will ensure children are not working in secluded areas or taking devices into bathrooms for example.

Many mobile devices have the facility to take photographs including, without limitation, mobile phones, smartphones, tablets, laptops, MP3 players and smartwatches. All mobile devices brought onto the school premises by pupils must be registered with our Head of Digital Strategy if used for educational purposes. However, mobile phones, or any mobile device that can access a mobile network e.g. 3G/4G, should not be brought into school.

Should a pupil need to bring a mobile phone into school, for example if they walk to and from school without adult supervision, a request from a parent must be put in writing to the child's Form Tutor who will then seek authorisation for this from a member of the Senior Leadership Team. Mobile phones that have been authorised for such purposes must be handed into the School Office during school hours.

Where a member of staff feels there is good reason to do so, they may examine an electronic device, and files or data in accordance with the Government document '[Searching, Confiscation and Screening](#)', February 2014. The Head or Deputy Head must be notified of any search made. If any material is found which could be construed as offensive, bullying or threatening, the device must be presented to the Deputy Head or Head without delay.

**It is important to note that if you suspect content may be a child protection matter, you must pass this device directly to the Designated Safeguarding Lead or Head of Safeguarding. In their absence it should be passed to one of the Deputy Designated Safeguarding Leads. Content should not be viewed.**

The school reserves the right to confiscate a pupil's mobile device for a specified period of time if the pupil is found to be in breach of these rules. The pupil may also be prevented from bringing a mobile device into school temporarily or permanently and at the sole discretion of the Head.

## 6. USE OF CAMERAS AND RECORDING EQUIPMENT BY PARENTS AND GUARDIANS:

The use of cameras and video recordings is permitted at Pennthorpe events if express permission has been given.

Parents are welcome to take photographs and video recordings of their own children taking part in sporting and outdoor events, but are asked to be considerate of others who may be captured alongside their own children. When an event is held indoors, such as a play or a concert, parents must 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 or to share these images online e.g. on social media. Additionally, the school asks parents not to take photographs of staff, or other adults in the Pennthorpe community, without their prior agreement.

Parents must not take photographs of their child, or other pupils, in the swimming pool or in changing rooms.

Other visitors to the school are not permitted to take photographs without permission from the Head.

Parents have the option, should they object, to remove their child(ren) from any event when they might be photographed, should they wish.

Flash photography can disturb others in the audience or even cause distress for those with medical conditions; we therefore ask that no flash photography be used at indoor events.

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 notify parents where issues of copyright apply.

Pennthorpe sometimes records play and concerts professionally. When this occurs, copies of the recordings are available for parents to purchase.

## 7. EXTERNAL PHOTOGRAPHERS AND MEDIA COVERAGE:

If the school invites or permits an external photographer to take photographs or recordings within school, we:

- Provide a clear brief for the photographer about what is considered appropriate in terms of content and behavior.
- Issue the photographer with identification, which must be worn at all times.
- Let children and parents know that a photographer is in attendance at an event and ensure they consent to both the taking and publication of films or photographs.
- Ensure there is no unsupervised access to children or one-to-one photo sessions at events.