St. Helen's College

Taking, Storing and Using Images of Children Policy

This is a whole-school policy which includes the Early Years Foundation Stage

1. Introduction

- This Policy is intended to provide information to pupils and their parents, carers or guardians (referred to in this policy as "parents") about how images of pupils are normally used by St. Helen's College ("the school"). It also covers the school's approach to the use of cameras and filming equipment at school events and on school premises by parents and pupils themselves, and the media.
- It applies in addition to the school's terms and conditions, and any other information the school may provide about a particular use of pupil images, including e.g. about the use of CCTV; and more general information about use of pupils' personal data, including the school's Privacy Policy and Data Protection Policy.
- Parents who accept a place for their child at the school are invited to agree to the school using images of him/her as set out in this policy, via an opt-in signature. We hope parents will feel able to support the school in using pupil images to celebrate the achievements of pupils, promote the work of the school, and for important administrative purposes such as identification and security.
- The School will always respect the wishes of parents/carers (and indeed pupils themselves) where reasonably possible, and in accordance with this policy.

2. Use of Pupil Images in School Publications

- Where a photo opt-in form has been signed and unless the relevant pupil or his or her parent has requested otherwise, the school will use images of its pupils to keep the school community updated on the activities of the school, and for marketing and promotional purposes, including:
    - on internal displays (including clips of moving images) on digital and conventional notice boards within the school premises;
    - in communications with the school community (parents, pupils, staff, governors and alumni) including by email, online assemblies or other broadcasts, etc.
    - on the school's website and via the school's social media channels, e.g. Instagram, Facebook and LinkedIn. Such images would not be accompanied by the pupil's full name or 'tagged' and
    - in online, press and other external advertisements for the school. Such external advertising would not normally include pupil's names.
    - The source of these images is predominantly the school's photographer for marketing and promotional purposes, or staff/pupils/parents in relation to school events, sports or trips. The school will only use images of pupils in suitable dress (usually, although not always) in school uniform.

If consent for the use of pupil images is withdrawn, the school will take reasonable steps to remove relevant images from its platforms and publications within one academic term. Where parents request more extensive removal, the school will discuss this with them and make every effort to reach an appropriate arrangement.

3. **Use of Pupil Images for Identification and Security**

- All pupils are photographed annually for the purposes of internal identification. These photographs are held on the school's password-protected information management system. They identify the pupil by name, year group, house and class.
- CCTV is in use on school premises, and will sometimes capture images of pupils. Images captured on the School's CCTV system are used in accordance with the school's Privacy Policy and Data Protection Policy, and any other information or policies concerning CCTV which may be published by the school from time to time.

4. **Use of Pupil Images in the Media**

- Where practicably possible, the school will always notify parents in advance when the media is expected to attend an event or school activity in which school pupils are participating, and will make every effort to ensure that any pupil whose parent or carer has refused permission for images of that pupil to be made in these circumstances are not photographed or filmed by the media.
- The media normally asks for the names of the relevant pupils to go alongside the images, and these will be provided subject to parental permission being given.

5. **Security of Pupil Images**

- Professional photographers and the media are accompanied at all times by a member of staff when on school premises. The school uses only reputable professional photographers and makes every effort to ensure that any images of pupils are held by them securely, responsibly and in accordance with the school's instructions.
- The school takes appropriate technical and organisational security measures to ensure that images of pupils held by the school are kept securely and protected from loss or misuse.
- All staff are required to read and adhere to the school's Policy on Taking, Storing and Using Images of Pupils, and are asked to ensure that images of pupils are made and used responsibly, only for school purposes, and in accordance with the school's policies, including the Staff Behaviour Policy, and the law.

6. **Use of Cameras and Image Recording Equipment (including mobile phones and screen recorders) by Parents**

- Parents are welcome to take photographs of (and where appropriate, film) their own children taking part in school events, subject to the following guidelines, which the school expects all parents to follow:
- 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 filming devices with consideration and courtesy for cast members or performers on stage and the comfort of others.
- In particular, flash photography can disturb others in the audience, or even cause distress for those with medical conditions; the school therefore asks that it is not used at indoor events.
- Parents are asked not to take photographs of other pupils, except incidentally as part of a group shot, without the prior agreement of that pupil's parents.
- Parents are reminded that such images are for personal use only. Images which may identify other pupils should not be made accessible to others via the internet, or published in any other way.

- Parents should not record online meetings.
- 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 print a reminder in the programme of events where issues of copyright apply.
- Parents may not film or take photographs in changing rooms or backstage during school productions, nor in any other circumstances in which photography or filming may embarrass or upset pupils.
- The school 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.
- The school sometimes records plays and concerts professionally (or engages a professional photographer or film company to do so), in which case copies may be made available to parents, usually via a link to the school's YouTube channel. Recordings are checked before being uploaded and do not contain identifying information such as pupil names. Parents of pupils taking part in such plays and concerts will be consulted if it is intended to make such recordings available more widely.

8. **Use of Cameras and Filming Equipment by Pupils**

- 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 the pastoral staff.
- The use of cameras or filming equipment is not allowed in toilets, washing or changing areas, nor should photography or filming equipment be used by pupils in a manner that may offend or cause upset.
- Pupils may not record online meetings.
- The misuse of cameras or filming equipment in a way that breaches this Policy, or the school's Anti-Bullying Policy, Privacy Policy, Data Protection Policy, Information Security and Acceptable Use Policy, or the Pupil Code of Conduct is always taken seriously, and may be the subject of disciplinary procedures.

Person Responsible	EF / MG
Date	January 2026
Review Frequency	1 year
Next review	January 2027