



# SARUM HALL SCHOOL

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## TAKING, STORING AND USING IMAGES OF PUPILS POLICY

**Date:** September 2024  
**Next Review Due:** September 2025  
**Reviewed by:** Chen Lee

## **INTRODUCTION**

At Sarum Hall School, we always celebrate the achievements of all of our pupils in their academic, artistic and sporting endeavours.

We particularly welcome parents to our 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. Our external website, online journals and school portal are updated regularly with photographs and videos,

We respect young people's and adults' rights of privacy and are aware of child protection issues. We recognise that there are risks involved in using photographs, images and video clips of children. Risks can be minimised by following the guidelines detailed in this policy. The term 'image' refers to any still or moving recorded image.

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

Photographs and video images of pupils and staff are classed as personal data under Data Protection legislation, including the UK's General Data Protection Regulation.

Parents who accept a place for their child at the school will be asked for consent before we can take photographs or make recordings of your child via the [Consent Form A: Use Of Images Of Children by School Staff](#). However, parents should be aware of the fact that certain uses of their child's images maybe necessary or unavoidable (for example, if they are included incidentally in CCTV or a photograph).

Consent for use of images for other events, such as those run by external organisations, will be sought if and when appropriate via **Consent Forms B, C and D**. See below for more information.

Full details of the school's Data Protection Policy and of its Retention of Records Policy are available on request.

## **USE OF IMAGES BY THE SCHOOL**

### **INTERNAL SCHOOL DISPLAYS**

- Images, still and moving, maybe used on displays, noticeboards or screens within the school premises. These images will never identify an individual pupil with their name. Full names of pupils are never displayed on any display or noticeboard around school.

### **SCHOOL'S DIGITAL PLATFORMS**

- Communications are regularly shared with the school community (parents, pupils, staff, Governors and alumni) via the iSAMS Parent Portal. These photographs are stored on a password protected website. Accounts are only provided to members of the school community.

- Learning Journals such as Seesaw and Tapestry are used across the school to record and celebrate children's progress. Photographs and videos of individuals, groups or classes of children may appear in these records. These are password protected websites.
- On some occasions, photographs of children may be uploaded onto online services such as Google Drive/Classroom. All of these will be stored on password protected accounts that are encrypted.

## **SCHOOL WEBSITE, MAGAZINE, SOCIAL MEDIA/NETWORKING SITES AND OTHER MARKETING PUBLICATIONS**

- Occasionally, images of the children may be used in marketing the school by website ([www.sarumhallschool.co.uk](http://www.sarumhallschool.co.uk)), by social media (e.g. Twitter and Instagram) by prospectus, by the school Magazine, by displays at educational fairs and other marketing functions, and by other means. No pupil's names, first or full names, will appear with their photograph on the external website or leaflets that school may send out.
- Only children with permission from parents obtained from the Consent Form will be used ([Consent Form A: Use Of Images Of Children by School Staff](#)).

## **IMAGE CONSENT LIST**

- An image consent list is available detailing pupils whose parents have granted us permission to use their images for different purposes. This list is updated frequently - [Image Consent.lnk](#).

## **MEDIA COVERAGE AND EXTERNAL EDUCATORS**

- Our school may occasionally be visited by the media or external educators who will take photographs or film footage of a high-profile event for newspapers or websites. We will notify parents in advance where possible.
- We will obtain additional permission from the Headmistress and the parents before images can be used ([Consent Form B: Photography and Use Of Images Of Children By External Photographers And Organisations](#)). A new consent form must be signed by the parents for each request from an external organisation.
- We 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.

## **iSAMS AND IDENTIFICATION**

- All pupils are photographed on entering the school and, thereafter, at yearly intervals, for the purposes of internal identification. These passport-sized photographs identify the pupil by:
  - Full Name
  - Year Group

- They are securely stored in the password-protected area of the staff database, where access is restricted to academic, pastoral and school office staff. Any parent who so requests will be sent a copy of his or her daughter's photograph.

## **STORAGE AND RETENTION**

- Our images are kept securely on our password protected school network. They are reviewed annually and are deleted when no longer required. Photographs and videos of former pupils may be retained for as long as necessary for the purpose for which they were originally taken.

## **OFFICIAL SCHOOL PHOTOGRAPHS**

- We will periodically invite an official photographer into school to take portraits/photographs of individual children and/or class groups. Appropriate safeguarding checks on the photographer will be undertaken. The digital photographs can then be purchased and printed by parents.

## **REMOTE LEARNING**

- If the school enters a period of remote learning, Google Meet or Zoom will be used to deliver live lessons. Individual or small group sessions of 5 or fewer pupils may take place. These sessions will be recorded to protect both the pupil and member of staff. The recordings will be deleted immediately after each session unless something of concern had occurred during the session.

## **CCTV**

- 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 Privacy Notice and CCTV Policy.

## **USE OF IMAGES BY PARENTS**

### **SCHOOL PERFORMANCES AND EVENTS**

- During school performances, matches, Open Days or other school events, photographs and images can be taken on the understanding that **images that contain other parents' children are not posted onto social media/networking sites or otherwise shared.** We ask parents not to take photographs of other pupils on their own without the prior agreement of that child's parents.
- When an event is held indoors, parents should be mindful of the need to use their cameras and recording devices with consideration and courtesy for the comfort of others. 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.

## **PERSONAL USE ONLY**

- Apart from school performances and major events, **parents are prohibited from taking any photographs of children in the school and/or the Early Years setting.**
- Any photographs taken by parents within school should only be for personal use only. Parents are not permitted to take photographs or to make a video recording for uses other than their own personal use (e.g. with a view to selling videos of a school event).
- Parents are not permitted to take photographs of other pupils on their own, without the prior agreement of that child's parents.

## **USING IMAGES FROM SEESAW**

Parents may download images from Seesaw providing they respect the right to privacy that the pupils are entitled to under GDPR and adhere to the following terms and conditions for use:

- The image is for your personal use only, e.g. you may share it with your immediate family and close circle of friends;
- Other than your close circle of friends and family, you should not share it with anyone else or publish it in any way (either electronically, through social media or in physical print);
- You must store the image in a secure place which is password protected;
- If you do share with your close circle of friends and family, you should ensure that they also understand the need to keep the image secure and private.

## **USE OF SCHOOL PHOTOGRAPHS AND IMAGES BY PARENTS**

Occasionally parents may want to create albums, such as a Year 6 Leavers' photo album, or other items with images to share with other parents. The following criteria must be followed:

- Parents wishing to use school images must sign a form agreeing to the terms and conditions of using images via [Consent Form C - Agreement Form for Parent to Use School Photos of Other Children.](#)
- Permission must be sought from the other parents before images of their child/children can be used via [Consent Form D: Parent Request to Use Images/Recordings of Other Children.](#)
- School owned images will be shared with the designated parent via a password protected account on Google Drive or Microsoft OneDrive;
- The images are used for the intended purpose only and not to be distributed/shared with anyone or any company other than the chosen printing company;
- The images should be kept securely on a password protected device/cloud service;
- Images should be immediately destroyed after using them for the intended purpose;
- Check that the printing company is GDPR compliant;
- Report to school if any images are lost or shared with someone by mistake.