



POLICY ON PHOTOGRAPHIC IMAGES OF PUPILS

This is a Policy on Photographic Images of Pupils for the whole school including the Early Years Foundation Stage (EYFS).

It is the custom and practice of most independent schools, and of this school, to include some photographs or images of pupils in the school's promotional material such as the prospectus, website and social media. Generally photographs of children for school and family use and occasionally for publication are a source of pleasure and pride and so are to be welcomed. However, we live in an age in which technology has vastly increased the use, and potential misuse, of photographs. The school believes that the risk of a child being identified or put at risk of being targeted are small provided reasonable steps are in place.

The school may take photographs or video recordings of the pupils either at the school or when they are involved in organised activities away from the school site. On school trips, if communication is needed in 'real time' staff may use a mobile phone to take photographs or video recordings, but **must** delete all images as soon as they have been sent. The pictures may be used in school publications, such as the prospectus and school magazine, on the school website, for publicity in the local press and (where appropriate) the School's social media channels. Occasionally, third parties may use images provided by the School in their own publications / online but these will only be used with the School's consent and to promote the School. The policy of St. Andrew's (Woking) School Trust is to broadly follow the Department for Education (DfE) advice: "If the pupil is named, avoid using the photograph. If the photograph is used, avoid naming the pupil."

The school will not use children's full names alongside their photographs in the school's own printed publications, in video films or on our websites. However, pupils' first names may be used, and their full names may be given in group situations where they cannot be linked to individuals in the photograph. The school will not disclose the name or any sensitive personal information of a child without the parents' consent.

There may be occasions when the press take photographs of our pupils or we send photographs to the press as part of a press release. The school will allow photographs to be taken (when appropriate and provided that parental consent has been given) but will insist that full names cannot be used without the parents' consent. We would not disclose the name or home address of a child without the parents' consent. Journalists should not photograph or interview children under 16 without the consent of a parent or other responsible adult, and children will not be approached at school without the school's permission.

The school may make official video recordings for promotional purposes and/or of certain school productions/events and will make copies of productions available to relevant parents. The cast list with pupils' full names will not appear on video recordings of school productions unless consent has been obtained for all the cast. Parents are not required to comply with GDPR when taking photographs/video recordings for their own private use of their children at an organised event. Parents are not permitted, however, to take photographs or to make a video recording for anything other than their own personal use.

When hosting an event where parents are permitted to take photographs or videos, the school will make clear from the start that any images taken must be for private use only and

if they include others they must not be put on the web/internet without their consent otherwise Data Protection legislation is likely to be contravened. The school will make an announcement at the start of the event or provide written guidance beforehand.

The school needs to be as certain as possible that images reproduced are appropriate and not reproduced elsewhere without consent. It is important therefore to be sure that people with no connection with the school do not have any opportunity to film covertly. School staff will be prepared to question anyone they do not recognise who is using a camera or video recorder or mobile telephone to take photographs or video recordings. Those parents known to the school and helping with an event such as assisting with children dressing or changing, should not take photos or videos while doing so. In addition, parents helping on School trips should not take photos or videos.

The identification of individuals will be protected at all times and minimum information used. Parental views on the use of any photography of children on a website will be respected.

Appropriate photographs will only be taken of pupils in suitable dress and to maintain modesty.

All reasonable measures will be taken to minimise the risk of any unsolicited attention.

Photographs will be maintained securely in the UK for authorised school use only, and may be used or displayed for one academic year after a pupil leaves, with the exception of photographs in the school prospectus and any promotional videos, which will remain until a new prospectus is published. Photographs may be archived in school for historical interest only.

Individual permission will be sought to display photographs which do not follow these guidelines.

Policy updated: September 2019