



ST FRANCIS SCHOOL

PHOTOGRAPHY, VIDEO AND DIGITAL IMAGES OF CHILDREN (B34)

1. Introduction

- 1.1 The aim of this policy is to set out how the St Francis School community may take and use images of children to allow us to provide education services, promote the school and to protect our pupils.

2. GDPR, Related Policies and Consent

- 2.1 This policy should be read alongside our Privacy Notice, which explains how we may use personal data (including images of children) for different purposes and whether we rely on legitimate interest to do this (e.g. school displays and newsletters) or consent (for marketing purposes).
- 2.2 All parents are asked to complete the 'Photography and Use of Images Consent Form' when their child joins St Francis School. This consent applies indefinitely, unless you withdraw your consent, which you may do at any time by writing to the Headmaster. From the age of 13, pupils are responsible for their own consent and so the 'Photography and Use of Images Consent Form' will be sent for them to complete.
- 2.3 Our Social Media Policy sets out key recommendations if you and your children (if they are old enough) choose to engage with St Francis School using social media.
- 2.4 Our Staff ICT Use Policy sets out the standards we expect our staff to adhere to and includes advice on how to avoid inappropriate use of personal mobile devices when conducting school business.

3. Use of Images for Internal Identification

- 3.1 All pupils are photographed when they join the school for the purposes of internal identification.
- 3.2 The photographs identify the pupil by Name, Year Group, Form Group and House.
- 3.3 They are securely stored in the password protected school database, where access is restricted to academic, pastoral and school administrative staff. Any parent can request a copy of their child's photograph.

4. Use of Images for School Displays and Newsletters

- 4.1 St Francis School determines that in order to provide education services, we may need to use images of our pupils in Newsletters and school displays such as notice boards or digital devices

within our school premises. The legal basis for processing this data (in this case, images of our pupils) is typically fulfilment of contract or legitimate interest. This means that we need to do this to run our school.

We will only use images (including moving images) of our pupils on this basis for the following purposes:

- Internal displays within the school premises (on physical noticeboards and or digital devices)
- In school newsletters to maintain relationships within the school community e.g. Parents, Alumni, Staff and Governors. These may be posted, sent electronically or published on the school website
- Teaching and learning/classroom activities
- School/class/house/team photos

Please see the Privacy Notice for further information.

5. Use of Images for Marketing Activity

5.1 St Francis School uses images of pupils for marketing activity. The legal basis for processing this data is consent. Examples of marketing activity may include:

- To advertise St Francis (prospectuses, adverts in newspapers/magazines/online, posters/banners etc)
- For PR (articles promoting St Francis in local newspapers, magazines, or online news websites)
- On Social Media (e.g. Twitter and Facebook and other social media platforms in the future)
- The school website

5.2 All parents are asked to complete the 'Photography and Use of Images Consent Form' when their child joins St Francis School. This consent applies indefinitely, unless you withdraw your consent, which you may do at any time by writing to the Headmaster.

We understand that consent cannot always be given, and indeed respect your personal views. We will make every effort to ensure that children whose parents or guardians have refused consent are excluded from marketing activity as stated above in section 5.1.

5.3 We are mindful of our pupils' privacy and never use surnames for marketing activity. We never use any image that might embarrass or humiliate a pupil.

5.4 Pupils are always properly supervised when professional photographers visit the school. 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.

6. Storage and Review

6.1 Digital images are stored on the shared school computer network and are archived. Please see the Privacy Notice for more information.

7. Use of Cameras and Personal Mobile Devices by Staff

7.1 All new teaching and office staff are given guidance on the school's policy on taking, using and

storing images of children. Staff must comply with the Staff ICT Use Policy which includes the Bring Your Own Device Policy.

8. Use of Cameras and Personal Mobile Devices by Parents and Guardians

- 8.1 Parents are welcome to take photographs of their own children taking part in school events. We ask parents not to take photographs of other pupils on their own, without the prior agreement of that child's parents.
- 8.2 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 personal mobile devices with consideration and courtesy for the comfort of others.
- 8.3 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.
- 8.4 Parents are also reminded that copyright issues may prevent us from permitting the filming or recording of some plays and concerts. We always print a reminder in the programme of events where issues of copyright apply.
- 8.5 We sometimes record plays and concerts professionally and copies of the DVDs and CDs are available for parents to purchase.

9. Use of Cameras and Personal Mobile Devices by Pupils

- 9.1 Pupils are not allowed to bring mobile phones or wearable devices into school. All pupils are encouraged to look after each other, and to report any concerns about the misuse of technology, or worrying issue to a member of staff. The misuse of cameras or personal mobile devices in a way that breaches our anti-bullying policy is always taken seriously and may be the subject of disciplinary procedures.

Compiled by: Katharine Hulse	Date: 9 December 2019	Responsibility: Marketing Manager
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