



St George's

WEYBRIDGE

## TAKING, STORING AND USING IMAGES OF CHILDREN POLICY

This Policy is intended to provide information to children and their parents, carers or guardians about how images of children are normally used by St George's Weybridge. It also covers our School approach to the use of cameras and filming equipment at school events, live streaming, and on school premises by parents, other visitors and children themselves, and the media.

It applies in addition to St George's Weybridge's terms and conditions/parent contract, and any other information our School may provide about a particular use of child images, including e.g. signage about the use of CCTV; and more general information about use of personal data. Images of pupils in a safeguarding context are dealt with under the [School's relevant safeguarding policies](#).

Parents who accept a place for their child at our School are invited to agree to using images of him/her as set out in this policy via our consent form and from time to time if a particular use of the child's image is requested. We hope parents will feel able to support our School in using images to celebrate the achievements of children, promote our work, and for important administrative purposes such as identification and security.

Any parent who wishes to limit the use of images of a child for whom they are responsible should contact the School in writing. St George's Weybridge will respect the wishes of parents/carers (and indeed pupils themselves) where 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.

### Use of Child Images in School Publications

Unless the relevant child or his or her parent has requested otherwise, St George's Weybridge will use images of its children to keep the School community updated on the activities of St George's Weybridge, and for marketing and promotional purposes, including:

- on internal displays (including clips of moving images) on digital and conventional notice boards within St George's Weybridge premises;
- in communications with the School community (parents, children, staff, Governors and alumni) including by email, on St George's Weybridge intranet and by post;
- on our School website and, where appropriate, via School social media channels. Such images would not normally be accompanied by the child's full name without permission; and
- in our annual review, and in online, press and other external advertisements for St George's Weybridge. Such external advertising would not normally include the child's name without permission.

Last reviewed: 3 Dec 20

Policy owner: HEAD OF MARKETING & ADMISSIONS

Next review: 3 Dec 21

- For the live streaming of drama productions, and for other educational purposes.

### **Use of Child Images for Identification and Security**

All children are photographed on entering St George's Weybridge, and periodically thereafter for the purposes of internal identification and, for some age groups, access to services such as lunch, library resources and public exams. These photographs are stored on an internal digital management information system, library systems and our Virtual Learning Environment – Dragonfly and Firefly. At St George's College, we issue students with a swipe card, which contains their image together with their name and part of their admission number.

CCTV is in use on school premises, and will sometimes capture images of children. Images captured on St George's Weybridge's CCTV system are used in accordance with our Data Protection Policy, and any other information or policies concerning CCTV which may be published by St George's Weybridge from time to time.

### **Use of Child Images for Examination Purposes**

Children may be filmed or photographed individually or as part of a group for examination purposes (e.g. Drama). These images may be viewed by other parents as part of an examination mark appeal. This will always be at school and in the presence of appropriate staff.

### **Use of Child Images in the Media**

Where practicably possible, St George's Weybridge will always notify parents in advance when the media is expected to attend an event or school activity in which pupils are participating, and will make every effort to ensure that any child whose parent or carer has refused permission for images of that child to be made in these circumstances are not photographed or filmed by the media. The media normally asks for the names of the relevant children to go alongside the images, and these will be provided where parents have been informed about the media's visit and either the parent or child has consented as appropriate.

### **Security of Child Images**

Professional photographers and the media are accompanied at all times by a member of staff when on school premises. St George's Weybridge uses only reputable professional photographers and makes every effort to ensure that any images of children are held by them securely, responsibly and in accordance with School instructions.

St George's Weybridge takes appropriate technical and organisational security measures to ensure that images of children held by our School are kept securely, and protected from loss or misuse, and in particular will take reasonable steps to ensure that members of staff only have access to images of children held by the School where it is necessary for them to do so.

All staff are given guidance on St George's Weybridge's Policy on Taking, Storing and Using Images of Children, and on the importance of ensuring that images of children are made and used responsibly, only for school purposes, and in accordance with our policies and the law. Images of children in a safeguarding context are dealt with under our relevant safeguarding policies.

### **Use of Cameras and Filming Equipment (including mobile phones) by Parents**

Last reviewed: 3 Dec 20

Policy owner: HEAD OF MARKETING & ADMISSIONS

Next review: 3 Dec 21

Parents, guardians or close family members (hereafter, 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 St George's Weybridge 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; St George's Weybridge therefore asks that it is not used at indoor events.
- Parents are asked not to take photographs of other children, except incidentally as part of a group shot, without the prior agreement of that child's parents.
- Parents are reminded that such images are for personal use only. Images which may identify other children should not be made accessible to others via the internet (for example on Facebook or Classlist), or published in any other way.
- Parents are reminded that copyright issues may prevent St George's Weybridge from permitting the filming or recording of some plays and concerts. St George's Weybridge 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 children.
- St George's Weybridge 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.
- St George's Weybridge sometimes records plays and concerts professionally (or engages a professional photographer or film company to do so), in which case copies of the DVDs and CDs may be made available to parents for purchase. Parents of children 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 Children**

All children 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.

Cameras or filming equipment (including on mobile phones) must not be used to photograph or record students or members of staff. College students may use their mobile phone within a class or activity only under the clear guidance from the teacher, for a very specific task.

The misuse of cameras or filming equipment in a way that breaches this Policy, or St George's Weybridge's Anti-Bullying Policy, Data Protection Policy for Children, Parents and Carers, IT Acceptable Use Policy for Children, or St George's Weybridge Rules is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.

Last reviewed: 3 Dec 20

Policy owner: HEAD OF MARKETING & ADMISSIONS

Next review: 3 Dec 21

This policy should be displayed in:

S:\ SGW Policy and Procedure Index	

Last reviewed: 3 Dec 20

Policy owner: HEAD OF MARKETING & ADMISSIONS

Next review: 3 Dec 21