

TAKING, STORING AND USING IMAGES - PARENTS

Policy applies from EYFS to Sixth Form and to all Staff	
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Version:	01.24 v1
Author:	Mr Chris Collins

Version	Date	Paragraph	Material change	Approval
01.23 v1	18.01.2023	All	Policy redrafted.	Mr Luke Goodman
01.24 v1	19.01.2024	All	Updated to be clear that the policy applies to all electronic devices with imaging and sharing capabilities.	Mr Chris Collins

Clifton High School is committed to child protection and safeguarding children and young people and expects all staff, visitors, and volunteers to share this commitment.

Related Policies

CCTV
 Child Protection and Safeguarding
 Data Protection
 Data Retention and Disposal
 Online Safety
 Privacy Notice for Older Pupils
 Privacy Notice for Parents
 Privacy Notice for Younger Pupils
 School Terms and Conditions

1. Introduction

At Clifton High School it is our intention to provide an environment in which images of pupils are recorded and used appropriately.

This policy is intended to provide information to parents about how images of pupils are normally used by the School (and should be read in conjunction with the School's Privacy



Notices) and the School's approach to the use of phones, cameras and other electronic devices with imaging and sharing capabilities at School events and on School premises by parents.

We hope parents will feel able to support the School in using images of pupils to celebrate the achievements of pupils, sporting and academic; to promote the work of the School; and for important administrative purposes such as identification and security.

2. General information about the use of photos and videos

The School records and processes images of pupils as part of its daily operations where it is justified under one of the legal grounds for processing images.

Parents who accept a place for their child at the School agree under the School's Terms and Conditions (unless they confirm otherwise in writing to the School) to the School using images of their child. However specific consent will be obtained by the School where the use of images may be regarded as 'unexpected or intrusive', for example in a marketing campaign prominently featuring their child.

Parents should refer to the School's Privacy Notices for further information.

3. Use of pupils' images

3.1 Teaching purposes

Images of pupils are regularly taken for the purpose of recording a pupil or group of pupils participating in activities or celebrating their achievements and are an effective form of recording their progression (especially in Early Years Foundation Stage).

3.2 Use of pupil images in school publications

The School will (unless the parent has requested otherwise), 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, on the School intranet and by post;
- on the school's website and the Clifton High School Foundation website and, where appropriate, via the School's social media channels, e.g. Twitter, Instagram and Facebook; and
- in the school's prospectus, and in online, press and other external advertisements for the School. Such external advertising would not normally include pupils' names and in some circumstances the school will seek the parent or pupil's specific consent, depending on the nature of the image or the use.



The source of these images will predominantly be the School's staff (who are subject to policies and rules in how and when to take such images), or a professional photographer used for marketing and promotional purposes, or occasionally pupils. The School will only use images of pupils in suitable dress and the images will be stored securely.

3.3 Use of pupil images for identification and security

All pupils are photographed annually for the purposes of internal identification. These photographs identify the pupil by name, year group, house and form/tutor group.

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 Notices and CCTV policy.

4. 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 reasonable effort to ensure that any images of pupils are held by them securely, responsibly and in accordance with the School's instructions.

The School puts in place appropriate technical and organisational security measures to ensure that images of pupils held by the School are kept securely on school systems, and protected from loss or misuse.

All staff are given guidance on the School's policy on taking, storing and using images of pupils, and on the importance of ensuring that images of pupils are taken and used responsibly, only for school purposes, and in accordance with school policies and the law.

5. Use of devices with imaging and sharing capabilities by parents

The School recognises the importance of pupils feeling proud of their achievements and having photographs and films of their special moments, such as a school play, is an important part of that sense of achievement. Family and friends may also want to share their successes.

Parents, carers 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 the School expects all parents to follow (although the School may at its discretion impose alternative provisions where it deems necessary):

- Parents are asked not to take images of other pupils, except incidentally as part of a group shot, without the prior agreement of that pupil's parents.



- Parents are reminded that images taken by them are for personal use only. Images which may identify other pupils should not be made accessible to others via the internet (including social media sites, or published in any other way).
- All images taken at the School must be of a suitable nature and must avoid putting the pupils in any compromising positions that could cause embarrassment or distress. Any images taken should show pupils appropriately dressed, this includes avoiding any images of pupils in swimming attire.
- Phones, cameras and other electronic devices with imaging and sharing capabilities should not be taken into, or used to take images, in the swimming pool, toilets, cloakrooms or changing rooms.
- Pupils and parents should not record, or take still images of, lessons or other activities where the School delivers these online, using Microsoft Teams or similar technology.
- Due to copyright law, filming or audio recording in some concerts and plays may be prohibited. Where this is the case, this will be published in the programme and/or announced before the start of the event.
- When an event is held indoors, such as a play or a concert, parents should be mindful of the need to use their phones, cameras and other electronic devices with imaging and sharing capabilities 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.

6. Breach of this policy

Failure by parents to adhere to this policy may result in a breach of the School Terms and Conditions.