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February 2026		Director of Marketing, Admissions and Communications

SECTION 3.27 - TAKING, USING & STORING IMAGES OF CHILDREN

This policy applies to all students and staff of Frensham Heights School.

The school is mindful of the need to safeguard the welfare of children in the school when making or taking photos/images of them.

The school has developed this guidance to help the following:

- To ensure that photographs are only used for the purpose intended
- To ensure that the appropriate school use of photographs is facilitated
- To ensure that individual rights are respected and child protection ensured
- To ensure that parents and students are given the opportunity to opt out
- To ensure that the inappropriate use, adaptation or copying of images is prevented

This policy covers:

- Images taken by staff for school use
- Images taken by the media
- Images taken by professional photographers with the school's authorisation
- All forms of publications; print, film, video, DVD, online and in the professional media
- Any type of device that is capable of taking an image

Image Authorisation

On entry to the school and at intervals afterwards, parents are invited to give written permission for the use of images of their child. Images may be related to his or her achievements or for marketing and promotional purposes and may be published in the prospectus, school website, printed press and social media channels as well as displayed within the premises and in bulletins sent to the school community.

A note of whether permission has been granted (and for what purpose) is kept on the student's individual record on Schoolbase. Staff should check this list before taking or using images. This list will be updated as required as part of our data checking processes. Where the school has no record of receiving parental consent for the taking of images, it will be deemed that consent has not been given. Parents may amend their consent at any time by notifying the School Office (admin@frensham.org)

Use of images: purpose

We will use images and video of our students for the following purposes:

- Internal displays (including clips of moving images) on digital and conventional notice boards within the school premises
- Communications within the school community (parents, students, staff, Governors and alumni) via the school website, social media channels and electronic mail/newsletters
- Marketing the school (including social media) through the prospectus, displays at educational fairs and other marketing functions (both UK & overseas), local and other relevant media such as educational press.
- To create a formal record of activities, learning and progression.

In the case of the use of an image or images in a significant advertising campaign (such as external display boards or major press advertising), the school will contact parents to ensure consent applies for the proposed media.

Note that CCTV is in use on school premises and will sometimes capture images of students. Images captured on the School's CCTV system are used in accordance with the Privacy Notice.

Use of images: identification

Schoolbase: All students are photographed on entry to the school and, thereafter annually, for the purpose of internal identification. These passport-sized photographs identify the student by name and year group. Any parent who so requests may be sent a copy of their child's photograph.

Newsletters: Photographs of named students may be published in electronic newsletters, first names only are used.

Online media and external press: We will never name individual children on either our website or public social media channels or the external press without additional consent from parents or legal guardians.

Images taken by parents and guardians

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 the school 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 and safety of others in the audience. Flash photography can disturb others in the audience, or even cause distress for those with medical conditions; the school therefore asks that it is not used at indoor events.
- Parents are asked not to take photographs of or film other students, except incidentally as part of a group shot, without the prior agreement of that pupil's parents.
- Parents are reminded that all images are for personal use only. Images which may, expressly or not, identify other students should not be made accessible to others via the internet (for example on Facebook), or published in any other way.
- Parents are reminded that copyright issues may prevent the school from permitting the filming or recording of some plays and concerts. The school will always print a reminder in the programme of events where issues of copyright apply.
- Parents may not film or take photographs in or around the swimming pool, changing rooms or backstage during school productions, nor in any other circumstances in which photography or filming may embarrass or upset students.

The school 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 taking inappropriate images.

The school sometimes records plays and concerts professionally (or engages a professional photographer or film company to do so), in which case print or digital copies may be made available to parents for purchase or view. Parents of students taking part in such plays and concerts will be consulted if it is intended to make such recordings available more widely.

Images taken by professional photographers

At times, the school may invite a reputable professional photographer to record an activity, take individual portrait photographs or a range of group photographs. External photographers will be escorted on site at all times with photographs remaining the property of the school and retained by Marketing & Admissions. Where appropriate, parents will be invited to purchase photographs of their children.

Nursery and Junior School

Personal mobile phones or other personal devices capable of taking images are not to be taken into the Nursery by staff or parents/students visiting the Nursery. Such devices are to be stored securely in the staff room or with the Junior School Secretary.

Junior school staff, parents or students visiting the Junior School may have mobile devices but they must be kept in a bag or desk at all times. Phones may be taken on outings and visits for emergency contact but not for photographic use. Cameras are provided for each class to record activities in the classroom. Photos can only be downloaded onto the school system.

Staff may use a school mobile phone or school device to take photos of students to record activities or for promotional purposes.

Storage and security of images

The school takes appropriate technical and organisational security measures to ensure that images of students held by the school are kept securely on school systems, and protected from loss or misuse. The school will take reasonable steps to ensure that members of staff only have access to images of students held by the school where it is necessary for them to do so.

All staff are given guidance on the school'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 school policies and the law.

Treating others with respect

Everyone has a right to feel secure and be treated with respect. Harassment and bullying will not be tolerated and our anti-bullying policy is set out on the school website.

All students are encouraged to report any concerns about the misuse of technology to a member of staff and may not take photos or video of each other without consent. The use of mobile phones is not allowed in washing and changing areas and photography may not be used in a manner that may offend or cause upset. The misuse of cameras in a way that breaches our anti-bullying policy or Mobile Phone Code of Conduct is always taken seriously and may be the subject of disciplinary procedures.