

# Taking, Storing and Using Images of Children Policy

This Policy applies to the whole school and is published to staff, pupils and parents

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## **1. General**

This Policy is intended to provide information to pupils and their parents, carers or guardians (referred to in this policy as "parents") about how images of pupils are normally used by Longridge Towers School. It also covers the School's approach to the use of cameras and filming equipment at school events and on school premises by parents and pupils themselves, and the media.

It applies in addition to the School's terms and conditions/parent contract, and any other information the school may provide about a particular use of pupil images, and more general information about use of pupils' personal data, e.g., the school's Privacy Notice. Images of pupils in a safeguarding context are dealt with under the school's relevant safeguarding policies.

## **2. General Principals of Image Use**

- 2.1. Certain uses of images, including pupil images, are necessary for the ordinary running of the School for example, for administration, identification, educational and curricular purposes, and security. It may not be possible to object to such uses, although any concerns in this regard will be duly considered by the school.
- 2.2. Other uses are considered to be in the legitimate interests of the school and its community and unlikely to cause any negative impact on children. The School is entitled lawfully to process such images and take decisions about how to use them, although objections may be raised and the school will seek to accommodate any reasonable concerns. Examples are given in this policy.
- 2.3. We hope parents will feel able to support the school in using pupil images 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. However, for any uses of images which might be considered more intrusive or unexpected – examples of which are set out further in this Policy – we will seek specific consent from parents and, as appropriate, pupils.
- 2.4. Parents who accept a place for their child at the school are invited to indicate that they agree to the school using images of him/her as set out in this policy, by signing a copy of the policy below. However, parents should be aware that certain uses of their child's images may continue to be necessary for example, administration, education or security or will be unavoidable (for example if they are included as a part of a whole-school photograph).
- 2.5. Any parent who wishes to limit the use of images of a pupil for whom they are responsible should advise the Admissions Registrar when they complete the Use of Photographs agreement. The School will respect the wishes of parents/carers (and indeed pupils themselves) wherever reasonably possible, and in accordance with this policy.
- 2.6. 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.
- 2.7. Particular note should be made that the use of mobile phones and cameras in the Early Years Foundation Stage, is not permitted and that the School uses a camera and iPads to record the evidence required regarding pupils' learning journeys.
- 2.8. Dashcams which are used in the School minibuses are outward facing and do not record pupil images in the bus.

- 2.9. Some pupils are filmed for evidence during examinations in relation to the type of access arrangements they receive. These recordings are kept securely on the School's servers, and deleted after any appeals are completed, and will only be accessed by relevant teaching staff and administration colleagues.

### **3. Use of Pupil Images in School Publications**

- 3.1. In accordance with any consents, notices or objections as may be applicable from time to time, the school will use images of its pupils to keep the school community updated on the activities of the school, and for marketing and promotional purposes, including:
- 3.2. on internal displays (including clips of moving images) on digital and conventional notice boards within the school premises;
- 3.3. in communications with the school community (parents, pupils, staff, Governors and alumni) including by email, on the school intranet and by post;
- 3.4. on the school's website and, where appropriate and in line with relevant policies, via the school's social media channels e.g. X (formerly) Twitter, Instagram and Facebook; and such images will not be accompanied by the pupil's full name;
- 3.5. in the School's prospectus, and in online, press and other external advertisements for the School. Such external advertising will not include pupils' full name 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.
- 3.6. The source of these images will predominantly be the School's staff (who are subject to policies and rules on how and when to take such images), or a professional photographer used for marketing and promotional purposes, or occasionally pupils themselves. The School will only use images of pupils in suitable dress and the images will be stored securely and centrally.

#### **3.7. The school's policy in respect of the above uses is as follows:**

- 3.8. Legitimate interests will be relied upon for any uses which are either essential (for example, security, administration and education) or which fall within a scope of reasonably expected uses. Reasonably expected uses include via internal school or parent communications, on the intranet, in printed material such as a school magazine or prospectus, or any uses whereby an individual child cannot reasonably be identified by someone outside the school community: for example, where their face cannot clearly be seen.
- 3.9. The key effect of the School relying on legitimate interests is that parents and pupils may be entitled to object to such uses, although their specific consent will not be sought beforehand. Any objections will be duly considered by the school, but objections can be overridden by other factors: for example, uses which the school considers essential; or uses which create little or no risk of harm (including where children are not at risk of outside identification).
- 3.10. Consent will be sought for all other external uses of pupil images online. In particular, where any intended use is more intrusive or unexpected for example, if a child is the focus of the image and their face can clearly be seen the School will discuss the use with the pupil or parents (as appropriate) in advance.
- 3.11. The School will take reasonable steps following any objection or withdrawal of consent but may not be able to recall or destroy printed materials. Any concerns or vulnerabilities relating to a pupil or their family should be drawn to the School's attention in advance. The safeguarding and best interests of pupils will remain the School's priorities at all times.

#### 4. Use of Pupil Images for Identification and Security

- 4.1. All pupils are photographed on entering the School and, thereafter, at two yearly intervals, for the purposes of internal identification. These photographs identify the pupil by name, year group, House and form/tutor group. These photos are used on the student management system for important administration and identification purposes.
- 4.2. CCTV is not in use on school premises.

#### 5. Use of Pupil Images in the Media

- 5.1. Where practicably possible, the School will always notify parents in advance when the media is expected to attend an event or school activity in which school pupils are participating, and will make every reasonable effort to ensure that any pupil whose parent or carer has refused permission for images of that pupil, or themselves, to be made in these circumstances are not photographed or filmed by the media, nor such images provided for media purposes.
- 5.2. The media often asks for the names of the relevant pupils to go alongside the images, and these will be provided where parents have been informed about the media's visit and either parent or pupil has consented as appropriate.

#### 6. Security of Pupil Images

- 6.1. 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 effort to ensure that any images of pupils are held by them securely, responsibly and in accordance with the School's instructions.
- 6.2. The School takes 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. The School will take reasonable steps to ensure that members of staff only have access to images of pupils held by the School where it is necessary for them to do so.
- 6.3. All staff are given guidance on this, and on the importance of ensuring that images of pupils are made and used responsibly, only for school purposes, and in accordance with school policies and the law.

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

- 7.1. 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:
- 7.2. 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 filming devices with consideration and courtesy for cast members or performers on stage and the comfort of others. 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.
- 7.3. Parents are asked **not** to take photographs of other pupils, except incidentally as part of a group shot, without the prior agreement of that pupil's parents.
- 7.4. Parents are reminded that such images are for personal use only. Images which may, expressly or not, identify other pupils should not be made accessible to others via the internet (for example on Social Media), or published in any other way.
- 7.5. Parents are reminded that copyright conditions 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.
- 7.6. Parents may **not** film or take photographs backstage during school productions, nor in any other circumstances in which photography or filming may embarrass or upset pupils.

- 7.7. The School reserves the right to refuse or withdraw permission to film or take photographs (at specific events or more generally), from any parent who does not follow these guidelines, or is otherwise reasonably felt to be making inappropriate images.
- 7.8. The School sometimes records plays, sporting events and concerts professionally (or engages a professional photographer or film company to do so), in which case CD, DVD or digital copies may be made available to parents for purchase. This is subject to license agreement. Parents of pupils 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 Pupils**

- 8.1. All pupils 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.
- 8.2. The use of cameras or filming equipment (including on mobile phones) is not allowed in toilets, washing or changing areas, nor should photography or filming equipment be used by pupils in a manner that may offend or cause upset.
- 8.3. The misuse of images, cameras or filming equipment in a way that breaches this Policy, or the School's Anti-Bullying Policy, Data Protection Policy for Pupils, IT Acceptable Use Policy for Pupils child Protection (Safeguarding) Policy or the School Rules is always taken seriously, and may be the subject of disciplinary and/or safeguarding procedure, as set out in the relevant policies.
- 8.4. Some coursework requires filmed evidence for certificate courses, and where this is the case, pupils film each other, or a member of staff carries this out. School cameras are used specifically for this purpose and the images are stored securely on the School's servers.

**Please fill in and return the parental consent form below.**

## 9. Parental Consent Form

The School makes various uses of images of pupils during their time at school.

**Please complete the form below regarding the use of your child's image (photo or video) in the manner set out above, and as described in the school's Privacy Notice.**

**NAME OF CHILD:** \_\_\_\_\_

### **Internal use of images within the school community**

**I understand that the School will use my child's image for internal purposes (namely, within the school community) in the manner described and I do not object to such use.**

If you wish to object to such uses until further notice, please indicate below by ticking the "No" box. So that we can best support your child's needs in considering your request, it will also assist us if you are able to give reasons.

**No ☐ I object to non-essential school uses of my child's image without specific consent.**

Please give reasons and/or explain what you specifically object to below:

\_\_\_\_\_

### **External use of images**

**Tick either or both to indicate consent**

**YES, I consent to my child's image being used in in the manner described above for:**

- ☐ Printed marketing material, such as the school's prospectus, social media or advertisements
- ☐ Limited online uses in the manner described above (namely, large group or wide-angle shots where the subject is not prominent and their face cannot be clearly seen).

The School may seek further specific consents for uses of images not covered by the above from time to time. You may withdraw consent at any time in the future. *Please also be aware that it may not be possible to change already-printed publications, such as our prospectus or school magazines for example, and we will not be able to control third party publications for example where we have placed an advert, or provided an image to media, based on a prior consent.*

**NAME OF PARENT OR GUARDIAN:**

**ADDRESS:**

**Signed:** \_\_\_\_\_

**Counter-signed by pupil (if Form 1 or above):**

\_\_\_\_\_