



**SOLIHULL**

# **Taking, Storing & Using Images of Children Policy**

**Owner:** Pastoral and Designated Safeguarding Lead  
**Author:** Deputy Head: Pastoral and Senior Deputy Head of Prep  
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Version 5

## **1. This Policy**

- 1.1 This Policy is intended to provide information to staff, pupils and their parents or guardians (referred to in this policy as "parents") about how images of pupils are normally used by Solihull School ("the 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.
- 1.2 It applies in addition to the school's parental contract, and any other information the school may provide about a particular use of pupil images, including e.g., signage about the use of CCTV; and more general information about use of pupils' personal data e.g., the school's Privacy Notice.

## **2. General points for staff, parents and pupils to be aware of:**

- 2.1 Certain uses of images are necessary for the ordinary running of the school; other uses are 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, subject to any reasonable objections raised.
- 2.2. Parents who accept a place for their child at the school are invited to indicate agree to the school using images of him/her as set out in this policy via the form attached to the school's parental contract. However, parents should be aware of the fact that certain uses of their child's images may be necessary or unavoidable (for example if they are included incidentally in CCTV or a photograph).
- 2.3. There are 'No photo and filming exclusion zones' around school and include, changing rooms (PE, Drama and Dance), toilets, washing areas, backstage during productions and bedrooms on school residential trips. Parents and pupils are not permitted to take photos and film in EYFS settings and the swimming pools. No one should film or take photographs in 'No photo and filming exclusion zones,' nor in any other circumstances in which photography or filming may embarrass, upset individuals (including staff and pupils), cause harm or could be misinterpreted by others.
- 2.4 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 assessments, identification and security.
- 2.5 Any parent who wishes to limit the use of images of a pupil for whom they are responsible should contact the Database Secretary in writing. The school will respect the wishes of parents (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 13, the law recognises pupils' own rights to have a say in how their personal information is used – including images.
- 2.7 Flash photography can disturb other in the audience, or even cause distress for those with medical conditions; the school therefore asks that it is not used at indoor events.
- 2.8 The misuse of images, cameras or filming equipment in a way that breaches this Policy, or the school's Anti-Bullying Policy, Behaviour & Discipline Policy, Data Protection Policy, Online Safety Policy & Curriculum Document, ICT Acceptable Use Policy and/or

Safeguarding & Child Protection Policy and Staff Behaviour and Code of Conduct is always taken seriously and may be the subject of disciplinary procedures.

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

- 3.1 Unless the relevant pupil or his or her parent has requested otherwise, 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) via 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 and by post;
  - 3.4 on the school's website, app and related communication platforms including, where appropriate, via the school's social media channels. Such images would not normally be accompanied by the pupil's full name without permission; and
  - 3.5 in the school's prospectus, and in online, press and other external advertisements for the school. Such external advertising would not normally include pupil's names.
- 3.6 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 and centrally.

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

- 4.1 All pupils are photographed on entering the school, upon entering the Senior School and also the Sixth form, for the purposes of internal identification. These photographs identify the pupil by name, year group, house and form/tutor group.
- 4.2 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 Privacy Notice, CCTV Policy and any other information or policies concerning CCTV which may be published by the school from time to time.

### **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 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 If appropriate, any professional photographers and the media are always accompanied 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 the school's Policy on Taking, Storing and Using Images of Pupils, 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 by staff**

- 7.1 Caution must be exercised when taking photographs of pupils to ensure that they could not be construed as containing inappropriate content.
- 7.2 Personal devices with the ability to record images or cameras are not permitted in the EYFS setting by any member of staff, when in the presence of children, at school events or when on school outings, unless in an emergency, when no other school device is available.
- 7.3 A school device should be used by staff for taking any photos or videos within the EYFS settings, Prep school swimming pool (including photographic and film assessments) and Health Centres. School cameras and devices containing such images and photos should be stored securely.
- 7.4 Outside of the EYFS, swimming settings and Health Centre, school devices should usually be used to take photographs of the pupils, the wider school community and for photographic and film assessments. Wherever possible, a member of the school marketing team should be asked to take official photos or videos. If this is not possible a school device should be used. If these options are not practically possible, (and related to curricular, cocurricular or other school activities) any member of staff using their own media device (such as a camera, camera phone, or video recorder) must transfer and upload and save the photo or video files onto and school platform using a registered school account (e.g. media server or One Drive) and delete them from their personal device as soon as practicably possible, no later than 48 hours after the activity or event.
- 7.5 Staff must not take photographs of any pupil for whom permission has not been given by their parents or guardians. A full list of pupils who cannot be photographed should be obtained from the Head of Marketing.
- 7.6 The Mobile Device Protocols for Pupils document (January 2022) is available for staff, parents and pupils. Pupils and staff should ensure that they are familiar with the contents.
- 7.7. If a member of staff is concerned that a colleague or pupil has breached the Taking, Storing and Using Images of Children Policy or they become aware of unsafe practice

by a colleague or pupil, they should consult with Safeguarding and Child Protection Policy, Public Interest Disclosure Policy (Whistleblowing), Behaviour and Discipline Policy and or/or the Grievance Procedure for details of what actions to take.

## **8. Use of Cameras and Filming Equipment by Parents**

- 8.1 In the case of school productions, sports days, fixtures and other community events, parents may be permitted to take photographs of their own child but will be asked not to share any video, audio or images containing children other than their own online accounts or published in any other way. Parents are reminded that such media files are for personal use only.
- 8.2 Copyright issues may prevent the school from permitting the filming or recording of some plays and concerts. The school will always endeavor to print a reminder in the programme of events and place notices in the performance space where issues of copyright apply.
- 8.3 There are some events where photography, or videography is strictly not permitted, for example, swimming galas. Wherever practicable, a member of staff will make an announcement at the beginning of an event and/or notification will be included with any even literature.
- 8.4 In instances where the school is making an official recording of any event, parents may also be asked to refrain from videoing or photographing an event.
- 8.5 The school sometimes records plays 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 or watch. Parents of pupils taking part in such plays and concerts will be consulted if it is intended to make such recordings available more widely.
- 8.6 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 making inappropriate images.
- 8.7 If a member of staff, pupil or parent is concerned that a parent has breached the Taking, Storing and Using Images of Children Policy they should consult the Safeguarding and Child Protection Policy and raise a concern with the Deputy Head (Pastoral), Senior Deputy Head of the Prep School and/or Designated Safeguarding Lead.

## **9. Use of Cameras and Filming Equipment by Pupils**

- 9.1 All pupils are encouraged to look after each other, and to report any concerns about the misuse of camera and filming technology, or any concerns to a member of the pastoral staff.
- 9.2 If a member of staff or parent is concerned that a pupil has breached the Taking, Storing and Using Images of Children Policy they should consult the Safeguarding and Child Protection Policy and raise a concern with the Head of Year, Head of Section and/or Designated Safeguarding Lead as appropriate.