

## **BEDALES POLICY ON TAKING, USING & STORING IMAGES OF CHILDREN (Updated: December 2010)**

At Bedales School, we are an open and inclusive community that is very proud of all of the achievements of all of our pupils in their academic, artistic and sporting endeavours. We celebrate our diversity and give all of our many visitors a warm welcome.

We particularly welcome parents to our concerts, plays and sporting events, as well as to more formal occasions during the school year. The school walls are decorated with examples of pupils' work, team photographs and photographs of trips and expeditions in which our pupils have participated. We make full use of electronic notice boards inside the school to enhance our displays. Our web site is updated regularly, and parents are sent newsletters reporting on news of our active community.

### **THE APPLICATION OF DATA PROTECTION LAWS TO TAKING, USING AND STORING IMAGES OF CHILDREN**

Parents who accept a place for their child at Bedales School are invited to agree to the school using anonymous photographs of their child and information relating to his or her achievements for promotional purposes, which may be published in the prospectus or on the website, as well as displayed within the premises, and in bulletins sent to the school community. The consent form that we use for this purpose is attached at Annex A. (Full details of the school's Data Protection Policy and of its Records Keeping Policy are available on request).

### **USE OF IMAGES: DISPLAYS ETC**

We will only use images of our pupils for the following purposes:

- Internal displays (including clips of moving images) on digital and conventional notice boards within the school premises,
- Communications with the school community (parents, pupils, staff, Governors and alumni) via password-protected sections of the school's web site,
- Marketing the school both digitally by website, by prospectus, by displays at educational fairs and other marketing functions [both inside the UK and overseas], supplying to local and other relevant media, and by other means.

### **USE OF IMAGES: INTERNAL IDENTIFICATION**

All pupils are photographed on entering the school and, thereafter annually, for the purposes of internal identification.

These passport-sized photographs identify the pupil by:

- Name
- Year Group
- House

They are securely stored in the password-protected area of the staff database, where access is restricted to academic, pastoral and school office staff. Any parent who so requests will be sent a copy of his or her son or daughter's photograph.

### **IMAGES THAT WE USE IN DISPLAYS AND ON OUR WEBSITE**

The images that we use for displays and communications purposes never identify an individual pupil. Instead, they name the event, the term and year that the photograph was taken (for example, "First XV rugby team, Lent Term 2009"). We only use images of school activities, such as plays, concerts, sporting fixtures, prize-giving, school trips etc in their proper context. We never use any image that might embarrass or humiliate a pupil. We use interested pupils as photographers of school events. Pupils are always properly supervised when professional photographers visit the school.

### STORAGE AND REVIEW

Our images are stored securely in a password protected section of the school's database. They are reviewed regularly and deleted when no longer required.

We have a procedure in place for regularly checking and updating our website in every school holiday, when expired material is deleted. We follow BECTA guidance on e-safety.

### MEDIA COVERAGE

From time to time we invite the press to attend an event in which our pupils are participating, and will make every effort to ensure that children whose parents or guardians have refused permission for images of their children to be used are excluded from any photographs.

Photographs of named pupils are released to the media from time to time to promote specific events and achievements; the children of parents who have requested that their child's photograph is not used for this purpose will be excluded unless they give specific permission.

We will always complain to the Press Complaints Council (PCC) if the media fails to follow the appropriate code of practice for the protection of young people, including the children of celebrities.

### STAFF INDUCTION

All new teaching and office staff are given guidance on the school's policy on taking, using and storing images of children.

### USE OF CAMERAS AND RECORDING EQUIPMENT BY PARENTS AND GUARDIANS

Parents are welcome to take photographs of their own children taking part in sporting and outdoor events. We ask parents not to take photographs of other pupils on their own, without the prior agreement of that child's parents. Flash photography can disturb performers or even cause distress for those with medical conditions; we therefore ask that it is not used.

For plays or concerts, parents are not allowed to take video recordings or photographs unless prior permission is obtained from the Director or event organiser in order to avoid undue child protection risks, to protect copyright and for the consideration and courtesy of others.

Recordings of some plays and concerts are made available on the school website or available for purchase in CD or DVD format.

### TREATING OTHERS WITH RESPECT

Everyone has a right to feel secure and to be treated with respect, particularly the vulnerable. Harassment and bullying will not be tolerated. Our Anti-bullying policy is set out in the Parent

Handbook. The school is strongly committed to promoting equal opportunities for all, regardless of race, gender, gender orientation or physical disability.

All pupils are encouraged to look after each other, and to report any concerns about the misuse of technology, or worrying issue to a member of the pastoral staff. The use of cameras on mobile phones is not allowed in washing and changing areas, [or in the bedrooms of boarding houses], nor should photography used in a manner that may offend or cause upset. The misuse of cameras in a way that breaches our anti-bullying policy is always taken seriously and may be the subject of disciplinary procedures.

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**CONSENT FORM:**

Dominic Oliver  
 Managing Head of the Senior School  
 Tel: 01730 711551  
 Email: doliver@bedales.org.uk

November 2010

Dear Parents

We are updating our database and would like you to confirm that you are happy for your child/ren to feature in any photographs taken whilst in school or on an activity/excursion whilst in the care of the school.

In this light, please complete the slip below and return it to Wendy Hudson at Bedales School by 14<sup>th</sup> January 2011.

This form will only need to be signed once and will be kept on file for future use whilst your child is a student at Bedales.

If you **do not** give your consent, please ensure that your child is made aware of your decision.

If we have not received a reply from you by 14<sup>th</sup> January 2011, we will assume that you **give your consent**.

Thank you for your assistance.

Yours faithfully

Dominic Oliver  
 Managing Head



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|---|-----|----|
| I/we are happy for my/our child/ren to be included in photographs for use in Bedales internal publications and publications in external media (for example, Bedales website, articles in the local or national press, films including <i>You Tube</i> ) | YES | NO |
|---|-----|----|

NAME OF CHILD(REN): .....

PARENT'S SIGNATURE: .....

DATE: .....

Please return this form to Wendy Hudson, Bedales School, Church Road, Steep, Petersfield, Hampshire, GU32 2DG by 14<sup>th</sup> January 2011