

Three Schools' Taking, Using & Storing Images of Children Policy

INCLUDING EYFS

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For Inspection Use	
Website	
Internal only	

BEDALES POLICY ON TAKING, USING & STORING IMAGES OF CHILDREN

At the Bedales Schools, we are an open and inclusive community that is proud of the achievements 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 website and social media channels are updated regularly, and parents are sent electronic 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 the Bedales Schools are invited to agree to the school using images of their child and information relating to his or her achievements for promotional purposes, which may be published in the prospectus or on the school website and social media channels, as well as displayed within the premises, and in bulletins sent to the school community. A consent form is completed by the parent when the child joins the school. (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 and video 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 the school's website, social media channels and electronic mail/newsletters,
- 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.

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

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, ON OUR WEBSITE, AND THE SCHOOL SOCIAL MEDIA CHANNELS

We only use images and video of school activities, such as plays, concerts, sporting fixtures, school trips etc in their proper context. We never use any image or video 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.

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.

From time to time, photographs of named pupils are published in electronic newsletters, on the school website and social media channels and released to the media 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 consider taking up any complaints with the Independent Press Standards Organisation (IPSO) 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.

EYFS

In Bedales Pre-prep, Dunannie, all staff mobile phones with cameras must be stored in the school office during the day. Phones can only be accessed and used in the school office during staff breaks. Phones may be taken on outings and visits for emergency contact but not for photographic use. Each class has its own camera that can be used by staff and children. Photos can only be downloaded onto the school system.

USE OF CAMERAS AND RECORDING EQUIPMENT BY PARENTS AND GUARDIANS

Parental use of mobile phones, cameras and other technology can only be for personal use and cannot be uploaded onto any social media channels.

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 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 via the school website and social media channels 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 be 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.