



## Taking, Using & Storing Images of Children and Young People Guidance

Responsibility	Fiona Lovecy
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### 1. Introduction

- 1.1 At Perschore High School (the “school”), we are an open and inclusive community that is very proud of the achievements of all our students in their \*academic, artistic and sporting endeavours.
- 1.2 The School particularly welcomes parents and carers (referred to in this guidance as “parents”) to its concerts, plays and some sporting events as well as to more formal occasions during the school year. The school walls are decorated with examples of students' work, team photographs and photographs of trips and expeditions in which our students have participated. We make use of electronic notice boards inside the school to enhance our displays. The school's website and social media feeds are updated frequently, and all parents are sent communications designed to keep them fully abreast of the news of the school's active community.

### 2. This Guidance

- 2.1 This guidance is intended to provide information to students and their parents about how images of students are normally used by 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, staff and students themselves, and the media
- 2.3 This guidance applies in addition to any other information the school may provide about a particular use of student images, including e.g. signage about the use of CCTV; and more general information about use of students' personal data (e.g. in the trust's Privacy Notices).

### **3. General points to be aware of**

- 3.1 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 and young people. The school is entitled lawfully to process such images and take decisions about how to use them, subject to any reasonable objections raised.
- 3.2 Parents who accept a place for their child at the school are invited to indicate via an online Data Collection Form before their child starts at the school that they agree to the school using images of them. After the deadline for completion, any parents who did not consent are followed up. A live list is kept of students whose images should not be used by the school for non-essential purposes.
- 3.3 Parents may also be invited to provide their consent from time to time if a particular use of their child's image is requested, for example by a third-party organisation.
- 3.4 Parents should be aware 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).
- 3.5 We hope that parents will feel able to support the school in using student images to celebrate the achievements of students, to promote the work of the school and for important administrative purposes such as identification and security as described in this guidance.
- 3.6 Any parent who wishes to limit the use of images of a student for whom they are responsible should indicate this via the online form before their child starts at the School (see 3.2 above) or by contacting the school in writing to [office@pershore.worcs.sch.uk](mailto:office@pershore.worcs.sch.uk) The school will respect the wishes of parents (and indeed students themselves) wherever reasonably possible, and in accordance with this guidance.
- 3.7 Parents should be aware that the school may seek student consent when appropriate regarding use of their personal information, including images, in line with the trust's Data Protection Policy.

### **4. Use of Images: School Displays, Publications, Website etc**

- 4.1 Unless the relevant student or their parent has requested otherwise, the school will use images of its students to keep the school community updated on the activities of the school, and for marketing and promotional purposes, including:
  - Internal displays (including moving images) in digital and in print format within the school premises.
  - Communications with the school community (parents, students, staff, governors and alumni) including via email and password-protected parent portals.
  - On the school website and, where appropriate, via the school's social media channels, e.g. Instagram and Facebook. Such images would not be accompanied by the student's full name without permission.

- In the school's prospectus and in online, press and other external advertisements for the school.
- 4.2 The source of the images that are used will predominantly be the school's staff (who are subject to policies and guidelines on how and when to take such images), or a professional photographer used for marketing and promotional purposes, or occasionally parents may submit images of their own child only for use by the school.
- 4.3 The School only uses images of school activities, such as plays, concerts, sporting fixtures, celebration evening, school trips etc in their proper context. The school will never intentionally use any image that might embarrass or humiliate a student. It will also only use images of students who are suitably dressed.
- 4.4 All images will be stored securely on school systems.

## **5. Use of Images: Internal Identification and Security**

- 5.1 All students are photographed on entering the school and, thereafter, at regular intervals, for the purposes of internal identification, these will be stored on the school's management information systems.
- 5.2 See below for images captured on the schools' CCTV System.

## **6. Media Coverage**

- 6.1 From time to time the press may be in attendance at an event in which the school's students are participating. The school will make every reasonable effort to ensure that children whose parents have refused permission for images of their children, or themselves, to be used in these circumstances are not photographed or filmed by the media, nor such images provided for media purposes.
- 6.2 The media often asks for the names of relevant students to go alongside the images, and these will be provided where either the parent or student has consented as appropriate.

## **7. Security and Storage**

- 7.1 Professional photographers and the media are accompanied at all times by a member of staff when on school premises. The school only uses reputable professional photographers and makes every effort to ensure that any images of students are held by them securely, responsibly and in accordance with the school's instructions.
- 7.2 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. Please note that the school's existing publications, website and archived material may contain these images.

7.3 All staff are given guidance on the school's guidance on taking, using and storing images of children and young people, and on the importance of ensuring that images of students are made and used responsibly, only for school purposes and in accordance with school policies and the law.

7.4 The School has a procedure in place for regularly checking and updating its website when expired material is deleted.

### **8. Use of cameras and recording equipment by staff**

8.1 The school records events such as the school production, sporting events, trips and activities for use within school and for external publication.

8.2 The school recognises that staff may use their personal devices to take photographs and make recordings of these events. Staff should upload these to the school systems as soon as practicable after the event and delete them from their device.

### **9. Use of Cameras and Recording Equipment (including mobile phones) by Parents**

9.1 Parents and close family members (hereafter parents) may take photographs/video of their own children at school events or on school premises, subject to the following guidelines which the school expects all parents to follow:

- Photographs and recordings may only be made for personal use and where specific licences allow.
- Parents (and parents of students at other schools) should not take photographs and video of any students (other than their own child) whether incidentally, as part of a group, or on their own.
- Photographs and video should therefore not be taken during performances or speeches or in any other situation where they might inadvertently include another child.
- Images which inadvertently or otherwise identify other students must not be made accessible to others via the internet or published in any other way. Parents are reminded that the publication of images (including on personal social networking sites even where access to the image may be limited) may be unlawful.
- The school reserves the right to refuse or withdraw permission to take photographs and videos (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.

### **10. Use of cameras and recording equipment by students**

10.1 All students are encouraged to look after each other and to report any concerns about the misuse of technology or a worrying issue to a member of the pastoral staff.

10.2 The use of cameras or other recording equipment, including mobile phones and other devices, is not allowed on any part of the school site unless under direction of a member of staff. It is always forbidden in toilet, washing and changing areas including on school trips.

- 10.3 Students must not, at any time, take photos of any other persons without their express permission.
- 10.4 Photography and video should never be used in a manner that may offend or cause upset.
- 10.5 The misuse of images, cameras or filming equipment in a way that breaches this guidance or the Student Code of Conduct, Anti-bullying, Student IT Acceptable Use, Student Device, Online Safety, AI, Data Protection or Safeguarding & Child Protection policies is always taken seriously and may be subject to disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.

## **11. CCTV**

- 11.1 The School has Closed Circuit Television Cameras (CCTV) installed on its premises.
- 11.2 All fixed cameras are in plain sight on the school premises in locations that the school reasonably believes require monitoring to address the objectives set out in the CCTV Policy. There is adequate signage to inform students and others that they are entering a monitored area. No images will be captured from areas in which individuals would have a heightened expectation of privacy such as in changing and toilet facilities.
- 11.3 CCTV cameras will inevitably capture images of students. Images captured on the School's CCTV system are used in accordance with the Privacy Notice and CCTV Policy and any other information or policies concerning CCTV which may be published by the school from time to time.
- 11.4 The school does not stream images collected via CCTV to any third parties or outside agencies. Please note, however, that the school may be legally required to provide CCTV footage to the Police or other law enforcement agencies if requested.

## **12. Treating Others with Respect**

- 12.1 Everyone has a right to feel secure and to be treated with respect. Harassment and bullying will not be tolerated. The school's Anti-Bullying Policy is published. The school is strongly committed to promoting equal opportunities for all regardless of race, gender, gender orientation or physical disability.