

## ANNEX 42

### **POLICY ON TAKING, USING & STORING IMAGES OF CHILDREN**

#### **Introduction**

At Vinehall, 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. In common with most schools, we use images in order to celebrate their pupils' achievements, and recognise that increasing numbers of parents want to have a record of their offspring's success in sport, drama and music. At the same time, we appreciate that some parents will wish to ensure that their privacy is protected.

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 an electronic notice board in the inside the school to enhance our displays of all our activities. Our web site is updated regularly, and all parents are sent our weekly e-letter, Vinelines, in order to keep them fully abreast with the news of our active community, as well as our annual school magazine.

#### **The Application of Data Protection Laws to Taking, Using and Storing Images of Children**

Parents who accept a place for their child Vinehall are invited to agree to the school using 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, used by newspapers, 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.

#### **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 the school's website and Vinelines;
- Marketing the school both digitally by website, by prospectus (which may include a DVD), by occasional displays at educational fairs and other marketing functions and by other means, including newspaper advertisements and articles.

#### **Use of Images: Internal Identification**

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

They are securely stored in the password-protected school database, where access is restricted to staff. Parents are given the opportunity to purchase copies of these passport-sized photographs.

We also have a school photo taken every two years and teams photos every term.

#### **Images that we use in Displays, on our Website and elsewhere**

The images that we use in our prospectus or advertisements will never identify an individual pupil. Instead, they may 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. Pupils are always properly supervised when

professional photographers visit the school. Parents are given the opportunity to purchase copies of these photographs.

We are proud to celebrate the success of our children and regularly have photos of our children in local or national publications and, in such cases, names may well be linked with an individual child.

### **Media Coverage**

We will always aim to notify parents in advance when we expect the press to attend an event in which our pupils are participating, and will make every reasonable effort to ensure that children whose parents or guardians have refused permission for images of their children to be used are excluded from any photos.

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 (see the Intimate Care Policy at Annex 10B, page 5).

### **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. 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 recording devices with consideration and courtesy for the comfort of others. Parents should be aware that other schools may have different policies and should check when visiting sporting and other events elsewhere.

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 others in the audience, or even cause distress for those with medical conditions; we therefore ask that it is not used at indoor events.

Parents are also reminded that copyright issues may prevent us from permitting the filming or recording of some plays and concerts. We always print a reminder in the programme of events where issues of copyright apply.

We generally record plays and concerts (not just those where copyright applies) and copies of the DVDs and CDs are often available for parents to purchase.

Appendix:

1. Parent's Consent Form for Photography and the Use of Images or Recordings of Children.



## Vinehall School

### CONSENT FORM

#### PHOTOGRAPHY AND USE OF IMAGES OR RECORDINGS OF CHILDREN

**Please complete and return to the Registrar:**

I .....(parent/guardian) PRINT NAME

- Confirm that I am happy for the school to photograph or film my child(ren) for publicity purposes. I understand that pictures taken of my children at school might be published in advertisements / newspapers / magazines / other publications or on the school website.
- Decline permission for my child(ren) to be photographed or filmed at school.

NAME OF CHILD(REN):

.....

Signature:

.....

Date .....