



Policies

Image Use Policy

Next review date – March 2023



Holmes Chapel Comprehensive School & Sixth Form College Image Use Policy

1. Official Use of Images/Videos of Students by HCCS

- All images taken by the school/setting will be used in a manner respectful of the eight Data Protection Principles. This means that images will be:
 - fairly and lawfully processed
 - processed for limited, specifically stated purposes only
 - used in a way that is adequate, relevant and not excessive
 - accurate and up to date
 - kept on file for no longer than is necessary
 - processed in line with an individual's legal rights
 - kept securely
 - adequately protected if transferred to other countries
- The Leadership team is responsible for ensuring the acceptable, safe use and storage of all camera technology and images within the setting/school. This includes the management, implementation, monitoring and review of the School/Settings Image Use Policy.

Parental Consent:

- Written permission from parents or carers will be obtained before images/videos of children are electronically published by the school. This will also cover the use of the images for professional, marketing and training purposes.
- Written consent from parents will be kept by the school where students' images are used for publicity purposes (such as brochures or publications), until the image is no longer in use.
- Parental permission will be sought on admission to the school and will cover the full time period that the child remains a student at the school.
- Parental permission to cover one off events, such as school trips, may be sought at the discretion of the trip/event leader or head teacher. If one off permission is not deemed necessary, then the original consent form will stand.
- A record of all consent details will be kept securely on file. Should permission be withdrawn by parents/carers at any time, then all relevant images will be removed and disposed of and the record will be updated accordingly.

Safety of images and videos

- Only official setting owned equipment (e.g. work provided digital or video cameras) will be used by staff to capture images of students for official purposes. Use of personal cameras by staff is prohibited at all times.
- Images will not be kept for longer than is to be considered necessary. Our Senior ICT Officer will ensure that all photographs are permanently wiped from memory cards,

computer hard and portable drives or other relevant devices once the images will no longer be of use.

- The school will not include any personal addresses, emails, telephone numbers, fax numbers on video, on the website, in a prospectus or in other printed publications
- The school will only use images of children who are suitably dressed.
- Staff will receive information regarding the safe and appropriate use of images as part of their safeguarding training and responsibilities.
- All members of staff (including volunteers) will ensure that all images are available for scrutiny and will be able to justify any images in their possession.
- Any apps, websites or third party companies used to share, host or access children's images will be risk assessed prior to use. The school/setting will ensure that images are held in accordance with the Data Protection Act, GDPR and suitable child protection requirements (if necessary) are in place.
- The school will discuss the use of images with students in an age appropriate way.
- Images will not be taken of any student against their wishes. A student's right not to be photographed is to be respected.
- Photography is not permitted in sensitive areas such as changing room, toilets, etc
- Photographs will be disposed of should they no longer be required. They will be returned to the parent or carer, deleted and wiped or shredded as appropriate. Copies will not be taken of any images without relevant authority and consent from the Data Controller and/or DSL and the parent/carer.

2. Use of Photos/Videos by Parents/Carers

- Parents/carers are permitted to take photographs or video footage of events for private use only.
- Parents/Carers are only permitted to take or make recording within designated areas of the setting. Photography is not permitted in sensitive areas such as changing room, toilets, etc.
- The opportunity for parents/carers to take photographs and make videos can be reserved by the school on health and safety grounds.
- Parents and carers who are using photographic equipment must be mindful of others, including health and safety concerns, when making and taking images.
- The right to withdraw consent will be maintained and any photography or filming on site will be open to scrutiny at any time.
- Parents/Carers may contact the school Data Controller/DSL to discuss any concerns regarding the use of images.
- Photos and videos taken by the school and shared with parents should not be shared elsewhere, for example posted onto social networking sites. To do so may breach intellectual property rights, data protection legislation and importantly may place members of the community at risk of harm.

3. Use of Photos/Videos by Students

- The school will have rules and regulations in place to control students taking photos/videos when onsite, however given the nature of portable recording equipment it will not always be possible to tell whether or not a photograph or video has been captured and as such the school cannot accept any responsibility for images shared by students on their own devices.

- The use of non-school provided devices e.g. mobile phones, students' own digital cameras, is covered in the school mobile phone policy.
- All staff will be made aware of the acceptable use rules regarding students use of cameras and will ensure that children are appropriately supervised when taking images for official or curriculum use.
- Members of staff will role model positive behaviour to the students by encouraging them to ask permission before they take any photos.
- Photos taken by students for official use will only be taken with parental consent and will be processed in accordance with GDPR and the Data Protection Act 1998.
- Photos taken by students for official use will be carefully controlled by the school and will be checked carefully before sharing online or via digital screens.
- Still and video cameras provided for use by students and the images themselves will not be removed from the school but may be stored online through Google Drive.

4. Use of Images of Students by the Media

- Where a press photographer is to be invited to celebrate an event, every effort will be made to ensure that the newspaper's (or other relevant media) requirements can be met. Permission will be sought from parents/carers as part of the school admission process.
- The identity of any press representative will be verified and access will only be permitted where the event is planned, and where press are to be specifically invited to attend. No authorisation will be given to unscheduled visits by the press under any circumstances.
- Every effort will be made to ensure the press abide by any specific guidelines should they be requested. No responsibility or liability however can be claimed for situations beyond reasonable control, and where the school is to be considered to have acted in good faith.

5. Use of Professional Photographers

- Professional photographers who are engaged to record any events will be prepared to work according to the terms of the settings e-Safety policy.
- Photographers will sign an agreement which ensures compliance with GDPR and the Data Protection Act and that images will only be used for a specific purpose, subject to parental consent.
- Photographers will not have unsupervised access to students.
- Photographers must have an enhanced DBS certificate and agree to the terms in this policy.
- Photographers must ensure images are kept within the UK/EC and should not offshore the processing/editing of these images.

6. Use of Closed-Circuit Television (CCTV)

- The school uses a CCTV system to help with security of the site. The system may also be used to assist with behaviour incidents. Full details can be found in the CCTV policy.

7. Use of Images for Lesson Study/Observation

- The school uses camera equipment to record lessons so that they can be reviewed/studied at a later date.
- The recordings are held for 30 days. If a recording is saved to another location to be

taken offsite or used for longer than 30 days then permissions will be checked first and the usage will be logged.

- Recordings are for professional use only and will only be viewed by school staff or for training purposes with our local Chimney House Schools to aid professional development.
- The recordings will never be shared online or used in any promotional material.
- This is seen as an essential tool for staff development and permission to use this equipment in lessons will not be sought providing the recording is to remain on site.