



GREENFIELD SCHOOL

Images of Children Policy 2023-2024

1. About this policy

Greenfield Little School and Early Years Department are fully included in this policy. Throughout this policy the term 'images' relates to both still and moving images (i.e. video).

The Greenfield School community is very proud of the achievements of all of our pupils in their academic, artistic, sporting and other endeavours. We celebrate our diversity and aim to share this with the wider community.

We choose to celebrate our pupils' achievements in many ways, including internal displays, our website and social media channels, newsletters and via the press. We firmly believe that our pupils and their achievements are the best advert for the excellent education provided at Greenfield and therefore we choose to publicise their successes wherever possible.

This policy outlines the various ways in which the school uses images and videos of children and for what purpose.

2. The Application of Data Protection Laws

Parents who accept a place for their child at Greenfield School are invited to agree to the school using photographs and videos 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 and social media, as well as displayed within the premises and in bulletins sent to the school community.

Consent for the taking and publishing of photographs and videos is requested within the Pupil Indemnity form which is completed upon the child's entry to the school. Periodically, the school may ask parents to review their permissions.

Parents are asked to read this policy in full before clearly stating whether they give the school permission to take images of their child.

3. Use of Images

- **Identification**

All pupils are photographed during their first year at the school and annually thereafter. These images are available for parents to purchase but are also used for

the purpose of internal identification. These photographs are stored on the school's password-protected management information system (MIS) which is accessed by members of staff. Parents are also asked to provide a recent photograph of their child upon admission to the school. This photograph is used on the MIS until the formal school photograph is taken. If a hard copy of the photograph is provided, a scan is taken and the original destroyed.

- **Displays**
Images may be used as part of displays around school. The display board in our main reception identifies the children who hold a position of responsibility. They are identified by their photograph and name. Visitors to the school will be able to view these displays but they are not permitted to record or take photos anywhere on school premises.
- **Evidencing Development**
In Little School and Early Years, including Reception, a learning journal will be used to reflect your child's development. It will include photographs and videos of children at work and play, both alone and with other children. These images are stored in a secure on-line server known as Tapestry. Tapestry is password protected and can only be accessed by authorised staff members and the child's parents. A consent form specific to the use of Tapestry is issued upon a child's admission to the school.
- **Posterity**
Images and videos of pupils taking part in school trips, performances and other school activities are taken for posterity. These may be shared with the school community. These may be kept beyond the academic year in which they were taken and kept after the child has left the school. Images may be included in publications after a pupil has left the school, in accordance with the permissions held.
- **Communication, Celebration and Marketing**
Images and videos of pupils may be used for communication purposes as well as to celebrate successes and for marketing the school (e.g. social media, school website, school app). The school may also invite professional photographers to take photographs of school events (e.g. a play or performance). Usually, these photographs are made available for parents to purchase and they will be kept by the school for posterity and marketing purposes.

4. Use of Cameras and Recording Equipment by Parents and Guardians

Parents are encouraged not to take images of their own children taking part in sporting and outdoor events.

Parents are not permitted to use cameras (including camera phones) to record images during plays, performances, concerts, assemblies or any other school activity. Parents will be given the opportunity to take a photo with their child after the performance/activity.

Copyright issues may prevent us from permitting the filming or recording of some plays and concerts.

5. Storage and Retention

Images of pupils taken as a form of identification will be kept on file after the child has left. This is to allow time for any data relating to the child to be duly anonymised, and for data to be passed onto future schools etc. The images will be deleted along with the pupil record in accordance with our data retention policy.

Other images of Greenfield pupils may be kept for posterity.

Images and videos of children taken on cameras or recording equipment will be transferred to the school server at the earliest possible moment and subsequently deleted from the device.

Whilst the school will always do its best to adhere to any changes to parental permission, parents giving their permission do so on the understanding that if permission is later withdrawn the school may not be able to recover and delete all previous uses of the child's image.

6. Media Coverage

Periodically, the school may invite the press to feature an event. In these circumstances, the press may wish for their own photographer to attend. The school will always provide the photographer with specific instructions as to which children they are permitted to photograph, however the school cannot guarantee that children involved in an event will not appear in the background of certain images or video recordings. The school will always notify parents to the possibility of an external/press photographer and work with the parents to ensure their wishes with regard to the taking of photographs and videos are met.

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.

7. Identification of pupils in images

In displays that are visible on school premises, pupils will only be identified by their first name and, in circumstances where two children with the same first name occur, the initial of their last name.

On the School App (accessed by current Greenfield parents), children may be identified with their full name. In the school newsletter that is distributed to prospective parents or alumni, children may be identified with their first name. If the school wishes to include a child's full name, permission will be sought from the parents.

The press often request the full names of those people who feature in photographs. The school will not give out the full name of a pupil in order to identify them in a public image without prior consent from the parent(s).

8. Staff induction

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

Staff who are responsible for taking children offsite for trips, visits, workshops, sports matches and so on, will ensure that any children without the required permission are kept out of group photos or recordings.

9. Third Party Permission

When pupils attend events offsite the organisers may ask whether pupils can be photographed taking part. In these circumstances, the same permissions that the pupil's parents have provided to the school will be relayed.

10. Parental Agreement

We consider it part of our school terms and conditions (to which all parents agree to upon acceptance of a place) that our policy regarding the recording of images is abided by all parents. We expect all parents to relay this to grandparents, relatives or employees (nannys, au pairs etc.) who may attend school events.

Images taken at school events, which contain children other than your own, must not be shared on social media without the express permission of the child's parents. This includes WhatsApp groups. If the school sees evidence of this it may be considered a breach of contract.

11. Parental Permissions

Parents are asked to provide consent for the school to take and distribute images of their child subject to this policy. If they provide consent, images of their child may be used for any of the purposes contained within the policy. Enhanced permissions will still be sought where applicable.

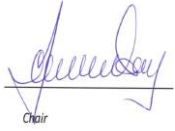
If parents withhold their full consent, images of their child will only be used for internal purposes. Internal purposes include: identification on the school's MIS, internal display boards, all records kept for posterity including videos of performances, images shared on the school app, any other images documenting school life and work that are not shared with the outside community.

If parents wish to withhold all permission (including for internal purposes) they must issue this to the Head of Marketing and Communications in writing.

Images of Children Policy 2023-2024

Reviewed September 2023

Signed



Chair

Chairman of the Board of Governors

Next review September 2024