



GREENFIELD SCHOOL

Taking, Storing and Using Images of Children Policy 2024-2025

1. About this policy

This Policy is intended to provide information to pupils and their families (referred to in this policy as “parents”) about how images of pupils are normally used by Greenfield School (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 and pupils themselves, and the media. It applies in addition to the School’s parent contract, and any other information the School may provide about a particular use of pupil images, including e.g. signage about the use of CCTV; and more general information about use the pupils’ personal data (e.g. the School’s Privacy Notice for All).

2. General points to be aware of

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. The School is entitled lawfully to process such images and take decisions about how to use them, subject to any reasonable objections raised.

On accepting a place at the School, parents are invited to indicate that they agree to the School using images of their child via an online form (the contents of which are in the Annex to this Policy). However, parents should be aware of the fact that certain uses of their child’s images may be necessary or unavoidable (e.g. if they are included incidentally in CCTV or a photograph).

We hope parents will feel able to support the School in using pupil images to celebrate the achievements of pupils, sporting and academic; to promote the work of the School; and for important administrative purposes such as identification and security.

Any parent who wishes to limit the use of images of a pupil for whom they are responsible after they have started at the School, should contact admissions@greenfield.surrey.sch.uk. The School will respect the wishes of parents (and indeed pupils themselves) wherever reasonably possible, and in accordance with this policy.

3. Use of Images in School Publications

Unless the relevant pupil, or their parents, have requested otherwise, the School will use images of pupils to keep the school community updated on the activities of the school, and for marketing and promotional purposes, including:

- On internal displays (including clips of moving images) on digital and conventional notice boards within the school premises.

- In communications with the School community (parents, pupils, staff, Governors and alumni) including by email, on the school App and by post.
- On the School's website and, where appropriate, via the School's social media channels, e.g. Twitter/X, Instagram and Facebook.
- In the School's prospectus, and in online, press and other external advertisements for the School. Such external advertising would not normally include pupils' names.

4. Use of Pupil Images for Identification and Security

All pupils are photographed annually by an external provider. These photographs identify the pupil by name and are shared on the internal management information software.

CCTV is in use on the School's premises, and will sometimes capture images of pupils. Images captured on the School's CCTV system are used in accordance with the Privacy Notice for All and the CCTV Policy.

5. Use of Pupil Images in the Media

Where practicably possible, the School will always notify parents in advance when the media is expected to attend an event or school activity in which school pupils are participating, and will make every reasonable effort to ensure that any pupil whose parent has refused permission for images of that pupil, or themselves, to be made in these circumstances are not photographed or filmed by the media, nor such images provided for media purposes.

The media often asks for the names of the relevant pupils to go alongside the images, and these will be provided where parents have been informed about the media's visits and the parent has given their consent.

6. Security of Pupil Images

Professional photographers and the media are accompanied at all times by a member of staff when on the School's premises. The School uses only reputable professional photographers and makes every effort to ensure that any images of pupils are held by them securely, responsibly and in accordance with the School's instructions.

The school takes appropriate technical and organisational security measures to ensure that images of pupils 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 pupils held by the School where it is necessary for them to do so.

All staff are given guidance on the School's Policy on Taking, Storing and Using Images of Pupils and on the importance of ensuring that images of pupils are made and used responsibly, only for School purposes, and in accordance with the School policies and the law.

7. Use of Cameras and Filming Equipment (including mobile phones) by Parents

Parents are welcome to take photographs of (and, where appropriate, film) their own children taking part in School events, subject to the following guidelines, which the School expects parents to follow:

- 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 filming devices with consideration and courtesy for cast members or performers on stage and the comfort of those in the audience.
- Flash photography can disturb others, or even cause distress for those with medical conditions; the School therefore asks that it is **not used** at indoor events.
- Parents are asked not to take photographs of other pupils, without the prior agreement of that pupil's parents.
- Parents are reminded that such images are for personal use only. Images which may, expressly or not, identify other pupils should not be made accessible to others via the internet (e.g. any form of social media), or published in any other way.
- Parents are reminded that copyright issues may prevent the School from permitting the filming or recording of some plays and concerts. The School will always print a reminder in the programme of events where issues of copyright apply.
- Parents may not film or take photographs in changing rooms or backstage during School productions, nor in any other circumstances in which photography or filming may embarrass or upset pupils.

Where possible, the School will facilitate an opportunity for children to take a photograph with their child after any event held during the school day, such as a play or a concert.

The School reserves the right to refuse or withdraw permission to film or take photographs (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.

8. Use of Cameras and Filming Equipment by Pupils

All pupils are encouraged to look after each other, and to report any concerns about the misuse of technology, or any worrying issues to a member of staff.

The use of cameras or filming equipment (including on mobile phones) is not allowed on site or offsite whilst at a School event.

The misuse of images, cameras or filming equipment in a way that breaches this Policy or the School's Anti-Bullying Policy, E-Safety Policy, IT Acceptable Use for Pupils Policy or Safeguarding Policy is always taken seriously and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.

Reviewed September 2024

Signed



Chairman of the Board of Governors

Next review September 2025

Annex

1. I have read and understood the Taking, Storing and Using Images of Children Policy. I understand that the school may take photos/videos of my child for internal use*.

- **Yes**

*Internal use includes: identification on the school's MIS, internal display boards, all records kept for posterity including videos of performances, images shared on the school app and images shared with incoming families. It also includes any other images documenting school life and work that are not shared with the outside community.

2. Please select one of the following:

- **I DO give permission for my child's image to be distributed subject to the Taking, Storing and Using Images of Children Policy**
- **I DO NOT give permission for my child's image to be distributed subject to the Taking, Storing and Using Images of Children Policy**

3. I understand that these permissions will be shared with third parties at events attended by my child. I understand that these permissions will be adhered to after my child has left Greenfield, unless I issue further instruction by emailing admissions@greenfield.surrey.sch.uk.

- **Yes**