

## 30. POLICY FOR TAKING, STORING AND USING IMAGES OF CHILDREN

Bruern Abbey School is very proud of its pupils' academic, artistic, musical and sporting achievements. We celebrate our diversity and give all of our many visitors a warm welcome. In particular, we welcome parents to concerts, plays and sporting events, as well as to more formal occasions during the school year. 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 notice boards inside the school to show our displays. Our web site is updated regularly, and all parents are sent our weekly e-bulletins in order to keep them fully abreast with the news of our active community.

### **The application of data protection laws to taking, using and storing images of children**

Parents who accept a place for their son at Bruern Abbey School are invited to agree to the School's use of anonymous photographs of their son, and of information relating to his or her achievements for promotional purposes. Such images may be published in the prospectus or on the web site, as well as displayed within the premises, and in bulletins sent to the School community.

If for any reason parents do not wish for photographs of their son(s) to be made public through any form of media, they should write to the Headmaster.

### **Use of images: displays etc....**

We will only use images of our pupils for the following purposes:

- Internal displays on conventional notice boards within the school premises
- Communications within the school community (parents, pupils, staff and alumni) via email and the school's web site
- Marketing the school both digitally by web site, by prospectus and other marketing functions

### **Images that we use in displays and on our web site**

The images that we use for displays and communications purposes never identify an individual pupil. Instead, they 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.

### **Media coverage**

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

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. The key point is that staff should not store images of children on their phones. Images of children can be passed to either the Headmaster or Deputy Headmaster for storage and after that time should be deleted from one's camera or phone.

**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.

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.

**Treating others with respect**

All pupils are encouraged to look after each other, and to report any concerns about the misuse of photographic technology, or a worrying related issue to a member of the pastoral staff. The use of cameras on mobile phones is not allowed, nor should photography be used in a manner that may offend or cause upset. The misuse of cameras in a way that breaches our Anti-Bullying Policy is always taken seriously and may be the subject of disciplinary procedures.

Effective Date: October 2016

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