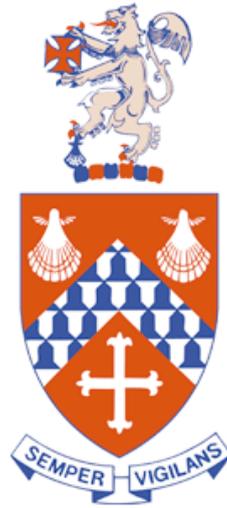


# HILL HOUSE

INTERNATIONAL JUNIOR SCHOOL



## Photography Policy

## **1 Introduction**

- 1.1 This Policy is intended to provide information to pupils and their parents, carers or guardians (referred to in this policy as **Parents**) about how images of pupils are normally used by Hill House International Junior 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.
- 1.2 It applies in addition to general information about use of pupils' personal data through the School's Data Protection Policy and Privacy Notices. Images of pupils in a safeguarding context are dealt with under the School's relevant safeguarding policies.
- 1.3 General points to be aware of:
  - 1.3.1 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.
  - 1.3.2 Parents who accept a place for their child at the School are invited to indicate whether they agree to the School using images of him/her as set out in this policy, by completing a 'Pupil Information Sheet'. However, parents should be aware of the fact that certain uses of their child's images may be necessary or unavoidable.
  - 1.3.3 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.
  - 1.3.4 Any parent who wishes to limit the use of images of a pupil for whom they are responsible should contact the Undermaster/Pastoral Director in writing. The School will always respect the wishes of parents/carers (and indeed pupils themselves) wherever reasonably possible, and in accordance with this policy.
  - 1.3.5 From the age of 13 onwards, parents should be aware that, from around the age of 12 and upwards, the law recognises pupils' own rights to decide/have a say in how their personal information – including images – is used.

## **2 Use of Pupil Images in School Publications**

- 2.1 The School will only use pupil photos for the following purposes, where express permission has been given to keep the school community updated on the activities of the School, and for marketing and promotional purposes, including:
  - 2.1.1 in communications with the school community (parents, pupils and staff) by email;
  - 2.1.2 on the School's website;

2.1.3 in the School's prospectus, and in online, press and other external advertisements for the School. Such external advertising would not normally include pupil's names and in some circumstances the School will seek the parent or pupil's specific consent, depending on the nature of the image or the use.

2.1.4 On the School Social Media accounts.

2.2 The source of these images will predominantly be the School's staff (who are subject to policies and rules in how and when to take such images), or a professional photographer used for marketing and promotional purposes, or staff/pupils in relation to school events, sports or on trips, occasionally pupils. The School will only use images of pupils in suitable dress.

### **3 Use of Pupil Images for Identification and Security**

3.1 All pupils are photographed on entering the School and, thereafter, at annual intervals, for the purposes of internal identification. These photographs identify the pupil by name, year group, house and form/tutor group.

### **4 Use of Pupil Images in the Media**

4.1 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 or carer 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.

4.2 The media normally 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 visit and either parent or pupil has consented as appropriate.

### **5 Use of Pupil Images in Social Media**

5.1 The School hosts an Instagram account that posts pictures that celebrate the opportunities we give our pupils, such as concerts, plays, trips, fixtures and the small moments of magic that sometimes take us by surprise.

5.2 The School will take every care to safeguard your child through this process. The School will never identify a child by name, and will actively monitor any comments to ensure that they are suitable. We actively encourage parents to interact with the feed, but request that you do not identify any children through any comments made. Further details can be found in the School's Social Media Policy.

### **6 Security of Pupil Images**

6.1 Professional photographers and the media are accompanied at all times by a member of staff when on school 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.

- 6.2 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.
- 6.3 All staff are given guidance on the School's Photography Policy 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's policies and the law. Images of pupils in a safeguarding context are dealt with under the School's relevant safeguarding policies.
- 6.4 The School insists that only cameras or devices belonging to the School be used for the taking of images of pupils.

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

- 7.1 Parents, guardians or close family members (hereafter, 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 all parents to follow:
- 7.1.1 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 others.
- 7.1.2 In particular, flash photography can disturb others in the audience, or even cause distress for those with medical conditions; the School therefore asks that it is not used at indoor events.
- 7.1.3 Parents are asked not to take photographs of other pupils, except incidentally as part of a group shot, without the prior agreement of that pupil's parents.
- 7.1.4 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 (for example on Facebook, Instagram or Twitter), or published in any other way.
- 7.1.5 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.
- 7.1.6 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.
- 7.1.7 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.

- 7.2 The School sometimes records plays and concerts professionally (or engages a professional photographer or film company to do so), in which case CD, DVD or digital copies of the DVDs and CDs may be made available to parents for purchase. Parents of pupils taking part in such plays and concerts will be consulted if it is intended to make such recordings available more widely.

## **8 Use of Cameras and Filming Equipment by Pupils**

- 8.1 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 the pastoral staff.
- 8.2 The use of cameras or filming equipment (including on mobile phones) is not allowed in toilets, washing or changing areas, nor should photography or filming equipment be used by pupils in a manner that may offend or cause upset.
- 8.3 The misuse of images, cameras or filming equipment in a way that breaches this Policy, or the School's Anti-Bullying Policy, Data Protection Policy for Pupils, Online Safety Policy, IT Acceptable Use Policy for Pupils 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.

<b>Authorised by</b>	<b>Resolution of the Proprietors</b>
<b>Signed on behalf of the Proprietors</b>	<b>William Townend</b> .....
<b>Date</b>	<b>12 February 2021</b>

<b>Effective date of the policy</b>	<b>12 February 2021</b>
<b>Review date of the policy</b>	<b>11 February 2022</b>