



St Mary's School  
CAMBRIDGE

# Taking and Storing of Images Policy

*This policy is the responsibility of Deputy Head (Pastoral and Boarding) and the Head of Juniors.*

*The policy applies to: Whole School*

*Last review: November 2022*

*Next review: Autumn 2023*

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## Overview

This Policy is intended to provide information to pupils and their parents, carers, guardians, or close family members (referred to in this policy as "parents") about how images of pupils are normally used by St Mary's School, Cambridge ("the School"). It also covers the School's approach to the use of cameras and filming equipment (including mobile phones) at school events and on school premises by parents and pupils themselves, and the media.

It applies in addition to the School's terms and conditions, 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 of pupils' personal data, e.g., the School's Privacy Notice and Pupil Privacy Notice. Images of pupils in a safeguarding context are dealt with under the School's relevant safeguarding policies.

The aims of this policy are to promote safety and welfare and respect for others; to ensure a sensible balance between privacy, creative self-expression, and routine collating of information; to comply with the law and good practice.

## General points

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.

Parents who accept a place for their child at the School are invited to indicate agreement to the School using images as set out in this policy, by signing a copy of the pupil images consent form and from time to time if a particular use of the pupil's image is requested. (However, parents should be aware of the fact that certain uses of their child's images may be necessary or unavoidable (for example if they are included incidentally in CCTV or a photograph).

Average read time: 12 minutes

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 should contact the School secretary at the senior school in writing. The School will respect the wishes of parents/carers (and indeed pupils themselves) wherever reasonably possible, and in accordance with this policy.

Parents should be aware that, from around the age of 12 and upwards, the law recognises pupils' own rights to have a say in how their personal information is used – including images.

No person is authorised to take images of pupils that might cause embarrassment or distress or are unnecessarily intrusive. Pupils are regularly reminded about cameras, filming and the use of school issued devices and their own personal devices. For pupils, further information can be found in the *Pupil Internet and Information Technology (IT) Acceptable Use Policy*.

## Use of Pupil Images in School Publications

As set out above, Parents and older pupils complete an image consent form and unless the relevant pupil or parent has requested otherwise, the School will use images of its 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 alumnae) including by email, on the School intranet and by post.
- on the School's website and, where appropriate, via the School's social media channels, e.g., Twitter, Instagram and Facebook. Such images would not normally be accompanied by the pupil's full name without permission; and
- 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.

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 – see Taking of images by staff below), or a professional photographer used for marketing and promotional purposes, or occasionally pupils. The School will only use images of pupils in suitable dress and the images will be stored securely and centrally on school equipment.

## Use of Pupil Images for Identification and Security

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

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

## 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 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.

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 visit and either parent or pupil has consented as appropriate.

## Security of Pupil Images

Professional photographers and the media are always accompanied 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.

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 school policies and the law.

## Taking of Images by staff

Staff are required to comply with the *IT Acceptable Use Policy*, *On-Line Safety Policy* and *Staff Behaviour Policy*. If staff take images of pupils during the ordinary course of their school/teaching activities (to include but not limited to lessons, extra-curricular activities, sporting events and school trips) they must use a camera or camera phone provided by the School. Any images taken must be stored on the School premises or on the School network and must not be copied elsewhere. Images of pupils must not be uploaded to social networking sites.

## 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 all 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 others. 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.
- 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 (for example on Facebook), 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.
- 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. 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 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.

## 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 the pastoral staff.

Pupils may only use cameras or cameras on mobile phones or other filming equipment with the express permission of the member of staff in charge. Pupils using mobile devices or cameras must allow staff access to images stored on such devices and must delete images if requested to do so.

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. Using photographic/film equipment/material of any kind to bully, harass, discriminate, intimidate, or humiliate others will not be tolerated and will constitute a serious breach of discipline. Please see the School's *Anti- Bullying Policy* which is available on the School website or on request.

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*, *On-Line Safety Policy*, *Pupil Internet and Information Technology (IT) Acceptable Use Policy*, *Safeguarding and Child Protection Policy* or the *School Rules* is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.

## Early Years Foundation Stage (EYFS) – Mobile Phones, Cameras, and Filming Equipment

### Mobile phones

Mobile phone use is prohibited in the EYFS department/building/playground at any time when children are present. This applies whether the mobile phone belongs to the staff, volunteers, contractors, peripatetic staff, supply or agency staff, coaches, pupils, parents, or any other visitor to the School. Staff who work in the EYFS setting should ensure that their phones are switched off and kept out of sight in a securely locked drawer.

If any person is seen accessing a mobile phone at any time when EYFS children are present this will be reported to the Head of the Junior School.

Anyone who wishes to have access to their mobile phone can be given a quiet space where they can use their phone where no children are present. In the event of an emergency personal mobile phones may be used in the School office or staff room.

During off site visits, nominated staff will have access to the EYFS nominated mobile phone, which is to be used for emergency purposes only. Parents are reminded not to use their mobile phones on school trips.

## Cameras and Filming Equipment

Members of staff, volunteers, contractors, Peripatetics, pupils, parents and any other visitor to the School must not bring their own camera, iPad, or other type of camera/filming equipment into the EYFS department/building/playground.

No camera, iPad or other type of camera/filming equipment is allowed in the EYFS setting except those that are the property of the School.

Photographs, film, or recordings of the children are only taken on School equipment if there is written parental consent to do so. Any such image/s are stored on School premises on the School computer network and must not be copied or shared on social media.

## Safeguarding and Child Protection

Adults will be mindful of child protection issues and should raise concerns with the Designated Safeguarding Lead (or any senior manager who is immediately available) if they become aware of anyone:

- taking an unusually large number of images
- taking images in inappropriate settings such as cloakrooms, toilets or changing areas
- taking images of pupils who are apparently unaware that they are being photographed or filmed in situations where taking images would not be normal