



TAUNTON
— SCHOOL —

WS.017 Taking, Storing and Using Images of Children Policy

Policy Lead	Data Protection Officer
Adopted by Governors	Autumn 2023
Last Amended	September 2023
Last Review	September 2023
Review schedule	Annual

Aim of the policy

- The school uses a wide variety of media to celebrate and promote the many successes of the children at Taunton School
- The school has to balance its safeguarding duty towards children and young adults, the voice of the child, a child or young person's rights (as outlined in GDPR legislation) and the legitimate interests of the school. This policy aims to outline how this will work but ultimately individual conversations between parents, pupils and the school are welcomed to ensure the policy works for all parties.
- The school will not seek permission from parents to take, store or use images of children unless stated in the policy below because generating and using images are part of Taunton School's legitimate interests i.e. to celebrate success of the pupils and to market the school.
- The school will never use surnames of any child or pupil when using images to celebrate pupil success or in the marketing of the school
- The school may use surnames for taking or storing images on the school's databases to ensure accurate cataloguing can take place.

Taking images

- Members of staff are expected and trained to take images of pupils which:
 - reflect the teaching, learning and outcomes within the academic and co-curriculum
 - reflect the pastoral life of the school
- The school will, from time to time, employ outside agencies to take images of pupils. They will be trained in this policy and the school will follow the safeguarding and child protection policy to ensure the safety of the pupils
- Images can only be taken on school devices and / or via a platform which the school has control of eg if a member of staff has their own device but has downloaded the School 'TEAMS' app they can use this platform to take an image because it will not be stored on their personal device. This is explained in more detail in the School's Safeguarding and Child Protection Policy and in the Staff Code of Conduct.

CCTV

- The school uses CCTV to secure the school site.
- The School CCTV records and stores images for two weeks.
- If a member of staff wishes to view CCTV they have to seek the permission of someone on SMT who will then liaise with site services who then search for the image.

Where are images stored?

- On agreed school databases. Images cannot be stored on private accounts or private clouds.

Who can use images?

SMT and / or the marketing team (as agreed with the Director of Marketing who sits on the Senior Policy Committee) agree who is allowed to externally or internally share images with stakeholders.

Specific scenarios – Level 1

The Courier

- **No permission from the child or parents will be sought***
- This is a publication which is targeted at current parents. It is therefore in the school's legitimate interests to publish photos of all pupils and to publish their Christian name without seeking permission from parents.

*please note, safeguarding will always come first and the key safeguarding and child protection leads in the school will be pro-active around the needs of children when enacting this policy

Daily Media Platforms (e.g. Facebook) and Internal Print Media (e.g. prospectus or school website)

- The following applies to all age groups involved in group shots of pupils (2 or more pupils)

No permission from the child or parents will be sought*

- Images will be used on daily media platforms or in internal print media but without reference to names of the child
- The children will be appropriately dressed with clear reference to a legitimate school activity
- For some activity, where it is hard to seek individual consent - e.g. a child scoring a goal in a hockey match – the school will use the image (without printing the name of the child).
- Caveat 1: please see the footer on this document regarding safeguarding
- Caveat 2: a child or parent / guardian can ask marketing directly to remove any individual image if they are not comfortable with it.
- Caveat 3: the younger the child the more circumspect the school will be around permission e.g. if the nursery is organising an event, such as a The Nativity Play, they will communicate the rules around images with parents prior to the event.
- Caveat 4: in the pre-prep and nursery the admissions team will be pro-active in explaining this policy to parents.

Permission will be sought from the child or parents in the following circumstances

- **Individual shots of pupils (years 7 upwards)**
 - If reasonable the school will directly aim to seek permission from the child in year 7 and upwards and will explain to them where the image will appear- eg a child performing a solo piece in a concert will be told the image will be used on social media platforms.
 - The child has the right to agree a) for the photo to be used and b) for their Christian name to be included and c) the platforms it will be shared on
 - If this a member of the teaching staff is taking the image: they can ask for verbal permission
 - A member of the support staff is taking the image: they will ask for a signature from the child using an agreed pro-forma (see Appendix)
- **Individual shots of pupils (years 6 and below)**
 - If reasonable the school will directly aim to seek permission from the child's parent before using individual photos of children in years 6 and below
 - The parent has the right to agree a) for the photo to be used and b) for their Christian name to be included and c) the platforms
 - A member of the teaching staff is taking the image: they can ask for verbal permission from the parent
 - A member of the support staff is taking the image: they will ask for a signature from the parent using the form in the appendix

Storing of these images: these can be stored on an internal platform and be open for school staff to access. However, the school has clear rules about how these images may be used (see above).

Images where a pupil is an activity or state of dress that might cause embarrassment

- 'State of dress': In the main this refers to activities involving swimming, gymnastics and some athletics events.
- We recognise that any image could cause embarrassment so any pupil or parent can ask for an image to be removed from daily media posts.
- Staff are trained to ensure that any images involving these activities focus on the activity they are undertaking and avoid showing the full face and body of the child i.e. a child swimming would show them undertaking the activity and could show the face and part of the body.

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No permission from the child or parents will be sought

- if the above apply and the activity is a group photo (as defined by two or more pupils) eg after an athletics fixture the school will not seek permission if the member of staff takes a photo of 3 athletes who have won their event.

Permission will be sought from the child or parents in the following circumstances

If an individual or group image might cause embarrassment but it is hard to frame the image as per the guidelines above then the school would seek permission before they go to print:

- a) Child is in year 7 and above: agree the image and name with them directly. This would be done via the pastoral lead for that child
- b) Child in year 6 and below: agree the image and name with the parent. This would be done via the pastoral lead for that child

E.g. the school takes an image of pupil (s) at an open water swimming event in their swimming costumes

Storing of images: where a pupil is an activity or state of dress that might cause embarrassment the photos will be stored by the marketing team with limited access as agreed by a member of the relevant SMT i.e. they will not be placed in public folders.

Specific scenarios – Level 2

Targeted media campaign using individual pupils: permission will always be sought by the school

Use of the images where the child is featured prominently. This is hard to define but the following examples give a guideline.

- A billboard such as the ones used on Greenway and Staplegrove Road
 - An image with the child talking or being interviewed which is designed for all members of the public to see
 - If someone is unsure they should seek advice from someone on SMT to agree which category the image will fall into
1. Marketing speak to an appropriate person on SMT to check that the pupil is the right 'face' for the chosen campaign
 2. Child is in year 12 and above: their pastoral lead will seek permission from them
 3. Child is in year 11 and below: the pastoral lead or someone from marketing will seek permission from the child and from parents

Your rights

You have the right to request to see a copy of the information we hold about you and to request corrections or deletions of the information that is no longer required. You can ask the school to stop using your images/video at any time, in which case it will not be used in future publications but may continue to appear in publications already in circulation.

You have the right to lodge a complaint against the school regarding data protection issues with the Information Commissioner's Office (<https://ico.org.uk/concerns/>).

Opt out

*please note, safeguarding will always come first and the key safeguarding and child protection leads in the school will be pro-active around the needs of children when enacting this policy

If you would like to opt out of Taunton School using photographs and/or video recordings of you/your child taken by the school or by persons or organisations authorised on behalf of the school for the purposes of internally and/or externally promoting the school please contact the relevant school Head.

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Appendix

Please note: This form will only be sent to you by the Marketing Department if they need to secure specific consent for a wider marketing project (billboard or prospectus feature for example).

Photography/Filming – Individual consent form

I consent to Taunton School using photographs and/or video recordings of me/my child taken by the school or by persons or organisations authorised on behalf of the school for the purposes of internally and externally promoting the school. These images/videos could be used in any media (existing or later created or made available) print and digital media formats such as print publications, prospectuses, websites, e-marketing, posters, banners, advertising, film, social media, teaching and research purposes.

I understand that images on websites can be viewed throughout the world and not just in the United Kingdom and that some overseas countries may not provide the same level of protection to the rights of individuals as EU/UK legislation provides.

I understand that some images or recordings may be kept permanently once they are published and be kept as an archive of school life.

I agree that:

- I will not be paid a fee in respect of any use made of the photograph(s) and/or video recording(s)
- Copyright in the image(s) and/or video recordings will be retained by the school; and
- The school shall have the right to edit, modify, crop, add to or subtract from the photographs and/or video recordings at its entire discretion and without my approval.

I have read and understand the conditions and consent to my/my child's images and/or video recordings being used as described.

Print Name	
Signature	
Date	

The school is committed to processing information in accordance with the General Data Protection Regulation (GDPR). The personal data collected on this form will be held securely and will only be used for administrative purposes. Our policy on *Taking, Storing & Using Images/Videos* can be viewed on the school website.

Your rights

You have the right to request to see a copy of the information we hold about you and to request corrections or deletions of the information that is no longer required. You can ask the school to stop using your images/video at any time, in which case it will not be used in future publications but may continue to appear in publications already in circulation.

You have the right to lodge a complaint against the school regarding data protection issues with the Information Commissioner's Office (<https://ico.org.uk/concerns/>).

Contact details

If you have any questions relating to this consent form or the way we are planning to use your information please contact the schools Data Protection Officer, elliston.ensor@tauntonschool.co.uk.
Taunton School, Staplegrove Road, Taunton, TA2 6AD

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