



PRINCE'S MEAD

Taking, Storing and Using Images of Children Policy

FEBRUARY 2021



At Prince's Mead School, we are an open and inclusive community that is very proud of all of the achievements of all of our pupils in their academic, artistic and sporting endeavours. We celebrate our diversity and give all of our many visitors a warm welcome.

We particularly welcome parents to our 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 electronic notice boards inside the school to enhance our displays. Our web site is updated regularly, and all parents are sent our weekly newsletter, The Link, 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 child at Prince's Mead School are invited to agree to the school using anonymous photographs of their child and information relating to his or her achievements for promotional purposes, which 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.

Use of Images: Displays etc.

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

- Internal displays (including clips of moving images) on digital and conventional notice boards within the school premises,
- Marketing the school both digitally by web site, by prospectus [which includes a DVD], by displays at educational fairs and other marketing functions and by other means.

Use of Images: Internal Identification

All pupils are photographed on entering the school and, thereafter, annually, for the purposes of internal identification.

These passport-sized photographs identify the pupil by:

- Name
- Year Group
- House

They are securely stored in the password-protected area of the school database, where access is restricted to academic, pastoral and school office staff. Any parent who so requests will be sent a copy of his or her son or daughter's photograph.

Use of Images: Internal Identification

A learning journal will be used to reflect your child's time in Reception. It will include photographs of your child at work and play including them with other children at times. These images are stored in a secure on-line server known as 'Tapestry'.



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Images that we use in Displays and on our Website

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 XI football team, Spring 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.

Storage and Review

Our images are securely either in locked filing cabinets, or in a password protected section of the school's database. They are reviewed annually and are deleted when no longer required, or when a pupil leaves Prince's Mead School.

We have a procedure in place for regularly checking and updating our web site, when expired material is deleted. We follow Government guidance on e-safety.

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.

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.

When taking photographs of the children at Prince's Mead, it is not permitted to publish those images or videos on the Internet e.g. on social networking sites.

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.



Image Consent Form – Photography and Use of Images or Recordings of Children

I/we have read the School’s policy on taking, using and storing of images of children, and I/we agree to that:

The School may use our child’s image/recording on internal display boards (both digital and conventional) within the School.	Yes	No	(delete as appropriate)
The School may use our child’s image in material that is sent both electronically and by paper to the School Community (parents, pupils, staff, Governors and alumni).	Yes	No	(delete as appropriate)
The School may use our child’s image in printed material that is sent to prospective parents.	Yes	No	(delete as appropriate)
The School may use our child’s image/recording on its website, marketing material and on social media	Yes	No	(delete as appropriate)

This Consent Form is valid for:			
The duration of our child’s time at the School	Yes	No	(delete as appropriate)
Shorter time – please specify			

I/we understand that the School will always try to contact us in advance when a visit by the media is expected.

I/we understand that I/we may revoke or amend this consent at anytime by giving written notice to the School.

I/we agree to adhere to the School’s guidelines for the private use of cameras and recording equipment.

Signature of parent: _____

Or Guardian: _____

Date: _____