

## **POLICY ON TAKING, USING AND STORING IMAGES OF CHILDREN**

At Cransley School, we are an open and inclusive community that is very proud of all the achievements of all 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 throughout 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. Our web site is updated regularly and parents are sent copies of our newsletter 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 Cransley 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 school web site, as well as displayed within the premises, and in bulletins sent to the school community. A copy of the consent form that we use for this purpose is available from the school office.

### **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.
- Communications with the school community (parents, pupils, staff, Governors and alumni)
- Marketing the school both digitally by web site, by prospectus, by displays at educational fairs and other marketing functions.

### **USE OF IMAGES: INTERNAL IDENTIFICATION**

All pupils are photographed on entering the school and thereafter at yearly intervals for the purpose of internal identification.

These passport sized photographs identify the pupil by:

- Name
- Form

They are securely stored in the passport protected area of the staff database, where access is restricted to academic, pastoral and school office staff.

## IMAGES THAT WE USE IN DISPLAYS AND ON OUR WEB SITE

The images that we use for display and communication purposes never identify an individual pupil. Instead they name the event, the term and the year that the photograph was taken (for example Under 14 netball, 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 a professional photographer visits the school.

## STORAGE AND REVIEW

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

We regularly check and update our web site in every school holiday, when expired material is deleted. We follow BECTA 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.

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 or concerts. We always print a reminder in the programme of events where the issues of copyright apply.

### TREATING OTHERS WITH RESPECT

Everyone has the right to feel secure and to be treated with respect, particularly the vulnerable. Harassment and bullying will not be tolerated. Our Anti-bullying policy is set out in the school handbook and on the web site. Cransley School is strongly committed to promoting equal opportunities for all, regardless of gender, race, gender-orientation or physical disability.

All pupils are encouraged to look after each other and to report any concerns about the misuse of technology, or other worrying issues to a member of staff. The use of cameras or mobile phones is not permitted in washing and changing areas, nor should photography be used in a manner that may offend or 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.