

Loyola Preparatory School
Policy for
Taking, Storing and Using Images of Pupils



Ad Majorem Dei Gloriam
To the Greater Glory of God

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Taking, Storing and Using Images of Pupils

This policy applies to all pupils at Loyola Preparatory School including those in Early Years Foundation Stage.

Introduction

This Policy provides information to pupils (where appropriate to their age and understanding) and their parents, carers or guardians (referred to in this Policy as "parents") about how images of pupils are normally used by Loyola Preparatory School. It also covers our approach to the use of cameras and filming equipment at events and on our premises by parents, pupils and the media. It also takes account of data protection legislation and guidance from the Information Commissioners Office.

It applies in addition to our parent contract, and any other information we may provide about use of images, including signage about the use of CCTV, more general information about the use of pupils' personal data and Pupil and Parents Privacy Notices. Images of pupils in a safeguarding context are dealt with under our relevant staff safeguarding policies.

There are additional regulations that apply to the EYFS in addition to this Policy, which are detailed below.

General points

Certain uses of images are necessary to run Loyola e.g. our management information database; other uses are our legitimate interests and unlikely to cause any negative impact on pupils. We are entitled lawfully to process such images and take decisions about how to use them, subject to any reasonable objections raised.

Where Loyola Preparatory School relies on legitimate interests as the lawful basis for processing images of pupils, parents have the right to object, and any such objections will be carefully considered. Where consent is relied upon as the lawful basis, parents may withdraw consent at any time. The lawful basis used will depend on the nature, purpose and context of the image.

As described in our Privacy Notices, we may take photographs or videos of pupils at events to use on social media, on our website or in other marketing communications. This helps us show prospective parents and pupils what we provide and to promote Loyola. We may seek specific consent from parents before using a photograph or video recording of pupils, where we consider that the use is more privacy intrusive. We may continue to use these photographs and videos after your child has left the school.

However, parents should be aware that certain uses of their images may be necessary or unavoidable, for example if they are included accidentally in CCTV footage or a photograph.

We trust parents will feel able to support us in using pupil images to celebrate achievements, sporting and/or academic, to promote the work of Loyola and for important administrative purposes such as identification and security.

Any parent who wishes to limit the use of images should contact the school office. The contact details are at the end of this document. We will respect such wishes wherever reasonably possible, and in accordance with this Policy.

Consent will remain in place and be deemed valid until:

- a. the pupil leaves Loyola Preparatory School;
- b. the parent withdraws consent. Please be aware that it is only possible to remove online images and Loyola cannot change printed materials once published.

Parents and pupils have rights under data protection law, including the right to access images, request deletion where appropriate, and object to processing. Further details about these rights are set out in the School's Privacy Notices.

Use of Pupil Images in Loyola Preparatory School Publications

Unless the pupil's parent has requested otherwise, we will use images of pupils to keep the Loyola community (parents, pupils, staff, Governors and alumni) updated on our activities and for marketing and promotional purposes, including;

- a) on internal displays (including clips of moving images) on digital and conventional noticeboards within our premises;
- b) in communications with the Loyola Preparatory School community including by email, intranet and by post;
- c) on our website and, where appropriate, via Loyola social media channels e.g. Twitter and Facebook. Such images would not normally be accompanied by the pupil's full name without permission; and
- d) in our prospectus and in online, press and other external advertisements for Loyola. Such external advertising would not normally include pupil's names and in some circumstances we will seek the parent's specific consent, depending on the nature of the image or the use.

Once images are shared on social media platforms, Loyola cannot fully control further sharing by third parties. For this reason, images are carefully selected and identifying information is limited wherever possible.

The source of these images will predominantly be our staff (all staff must use technology safely and responsibly in accordance with Loyola's Acceptable Use Policy and Data Protection Policy), or a professional photographer used for marketing and promotional purposes, or occasionally pupils. We will only use images of pupils in suitable dress and the images will be stored securely. All areas of Loyola will upload images directly to approved and secure areas on the school system.

Use of Pupil Images for Identification and Security

All pupils are photographed on entering the school for the purposes of internal identification. These photographs identify the pupil by name, year group and house (where applicable).

CCTV is in use on our premises, and will capture images of pupils. Images captured on the CCTV system are used in accordance with the Privacy Notices and any other information or policies concerning CCTV which we may publish.

Use of Pupil Images in the Media

We use approved photographers for taking pupil images and occasionally supply images to the local media in certain situations e.g. exam results, sports events. In the rare event that the media are on campus and wish to take their own images, where practicably possible we will notify parents and older pupils in advance. We will make every reasonable effort to ensure that where permission has been refused for images, no such images will be provided for media purposes.

Security of Pupil Images

Professional photographers and the media are accompanied at all times by a member of staff when on our premises. We make every effort to ensure that any images of pupils are held securely by contractors and in accordance with our instructions.

We take appropriate technical and organisational security measures to ensure images of pupils held by us are kept securely on our systems and protected from loss or misuse. We will take reasonable steps to ensure that members of staff only have access to images of pupils held by us where it is necessary for them to do so.

Retention of Pupil Images

Images of pupils are retained only for as long as necessary for the purpose for which they were collected. Loyola Preparatory School follows its Data Retention Schedule when determining how long images are kept. Images that are no longer required are securely deleted or destroyed.

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

Parents or close family members are welcome to take photographs of (and where appropriate, film) their own children taking part in our events, subject to the following guidelines, which we expect all parents to follow:

- a) When an event is held indoors e.g. a play or a concert, parents should be mindful of the need to use their devices with consideration and courtesy for cast members or performers on stage. Flash photography can be disruptive, or even cause distress for those with medical conditions; we therefore ask that photographs are **not** taken with flash at indoor events.
- b) 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 or where appropriate the pupil.
- c) 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 e.g. Facebook, Instagram or published in any other way.
- d) Parents are reminded that copyright issues may prevent us from permitting the filming or recording of some plays and concerts. We will always print a reminder in the programme of events where issues of copyright apply.
- e) Parents may not film or take photographs in changing rooms or backstage during productions, nor in any other circumstances in which photography or filming may embarrass or upset pupils.
- f) We reserve the right to refuse or withdraw permission to film or take photographs (at a specific event such as parts of Mass or more generally), from anyone who does not follow these guidelines, or is otherwise reasonably felt to be making inappropriate images.
- g) Staff will question anyone they do not recognise who is using a camera or recording device at events and school productions.
- h) We sometimes record plays and concerts professionally (or engage a professional photographer or film company to do so), in which case a link, CD, DVD or digital copies may be made available to parents and at times may be purchased. Parents of pupils taking part in such plays and concerts will be consulted if it is intended to make such recordings available more widely. The media often ask for the names of the pupils to go alongside the images, and these will be provided only where parents have been informed about the media's visit and either parent or pupil has consented as appropriate. All staff are given guidance on this Policy and on the importance of ensuring that images of pupils are made and used responsibly, only for school purposes and in accordance with our policies and the law

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 staff.

The use of cameras or filming equipment (including 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.

The misuse of images, cameras or filming equipment in a way that breaches this Policy, or Loyola's Anti-Bullying Policy, Data Protection Policy, E-Safety Policy, IT Acceptable Use Policy, Child Protection & Safeguarding Policy, Mobile Phone Policy or Loyola procedures is always taken very seriously. These may be the subject of disciplinary procedures or dealt with under the Safeguarding Policy as appropriate.

Additional regulations for the EYFS but applied throughout the School

Loyola staff are not allowed to take images on their personal devices of any age group. In addition, staff must keep their mobile phones out of sight in a cupboard, drawer, or bag whilst teaching in classrooms. School devices are supplied to take photographs. All Loyola staff and visitors must abide by this.

No staff, visitors or pupils are allowed to bring in or wear watches that have the capacity to take pictures or video images. Appropriate watches for this age child are simple analogue or digital watches (Fitbit watches are acceptable as long as they do not record images / audio or receive / send messages).

This policy should be read in conjunction with Loyola's Anti-Bullying Policy, Data Protection Policy, Online Policy, IT Acceptable Use Policy, Safeguarding & Child Protection Policy and the school Mobile Phone Policy.