



Gosfield School

Taking, Storing and Using Images of Children Policy

Whole School, including EYFS

At Gosfield 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. The school celebrates its diversity and gives all of its many visitors a warm welcome.

The school particularly welcomes parents to its 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. The school's website is updated regularly.

From time to time the school may be visited by the media who may take photographs or film footage at a school event. Pupils will often appear in these images which may then appear in local or national media (press and/or TV). The school will always notify parents in advance when it expects the press to attend an event in which its pupils are participating and will make every effort to ensure that children whose parents or carers have refused permission for images of their children to be used are not photographed by the press. The school 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.

THE APPLICATION OF DATA PROTECTION LAWS TO TAKING, USING AND STORING IMAGES OF CHILDREN

Parents who accept a place for their child at Gosfield School are invited to agree to the school using anonymous photographs of their child and information relating to his/her achievements for promotional purposes which may be published in the prospectus or on the website, as well as displayed within the premises, and in bulletins sent to the school community.

Pupils like to be photographed and to see their work displayed so we hope that parents will feel able to support the school by consenting to the school using images in the ways described within this policy.

USE OF IMAGES

Gosfield School will use photographic images of its pupils for the following purposes:

- Internal displays (including clips of moving images) on digital and conventional noticeboards within the school premises
- Communications with the school community (parents, pupils, staff, Governors and alumni) via the school's website and other conventional materials
- Marketing the school using a variety of promotional materials
- Marketing the school digitally through the website, the school's prospectus, displays at educational fairs and other marketing functions (both inside the UK and overseas)

IMAGES THAT THE SCHOOL USES IN DISPLAYS AND ON ITS WEBSITE

In using images for displays and communication purposes, the school makes every attempt not to identify an individual pupil by their full name. Instead, they name the event, the term and year that the photograph was taken (for example, 'First XV rugby team'). The school only uses images of school activities, such as plays, concerts, sporting fixtures, prize giving, school trips etc in their proper context. The school will never use any image that might embarrass or humiliate a pupil. It will also only use images of pupils who are suitably dressed. Pupils are always properly supervised when professional photographers visit the school. Parents are given the opportunity to purchase copies of these photographs.

INTERNAL IDENTIFICATION

All pupils are photographed on entering the school and, thereafter, at yearly intervals, for the purposes of internal identification. These passport-sized photographs identify the pupil by:

- Name
- Year Group
- Tutor group
- House

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

STORAGE AND REVIEW

Electronic photographic images are stored securely on the school network or the school database. Both require password entry to gain access. They are reviewed annually and either deleted or archived when no longer required or when a pupil leaves Gosfield School.

The school endeavours to ensure that images of children will not be published in any new school material once they have left the school. However, the school's existing publications, website and archived material may contain these images.

The school has a procedure in place for regularly checking and updating its website, when expired material is deleted.

The very age of the school has resulted in a collection of historic photographic images that have been archived by the alumni association. These images are kept securely on school premises. The alumni association is overseen by the Principal.

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.

The school asks 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 the school from permitting the filming or recording of some plays and concerts. The school always prints a reminder in the programme of events where issues of copyright apply.

Gosfield School often records plays and concerts professionally (not just those where copyright applies). Copies of the DVDs are available for parents to purchase.

USE OF MOBILE TECHNOLOGY BY PUPILS

Everyone has a right to feel secure and to be treated with respect, particularly the vulnerable. Harassment and bullying will not be tolerated. The school's anti-bullying policy is available on the school's website. The school is strongly committed to promoting equal opportunities for all regardless of race, gender, gender orientation or physical disability.

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

Pupils may use cameras or any mobile electronic device with the capability for recording and/or storing still or moving images only with the express permission of the member of staff in charge and with the permission of those appearing in the image.

We will not tolerate any illegal material, and will always report illegal activity to the Police and/or the Local Child Safeguarding Board (LCSB). If we discover that a child or young person is at risk as a consequence of online activity, we may seek additional assistance from the Child Exploitation and Online Protection Unit (CEOP). We will impose a range of sanctions on any adult, child or young person who misuses technology in this way.

Using photographic material of any kind to bully, harass or intimidate others will not be tolerated and will constitute a serious breach of discipline.

If there is reason to believe that a pupil has used mobile technology for illegal activity or to bully, harass or intimidate others, pupils must allow staff to confiscate their mobile phone and/or camera pending further enquiries.

The posting of images, which in the reasonable opinion of the Principal is considered to be offensive, on any form of social media or websites such as Instagram, Snapchat and YouTube etc is a serious breach of discipline and will be subject to disciplinary procedures whatever the source of the material, irrespective of whether the image was posted using School or personal facilities.

USE OF MOBILE TECHNOLOGY BY STAFF

We recognise that mobile phones and devices are very much part of everyday life but also that they can cause an unnecessary distraction during the working day and can be intrusive when used in the company of others.

Throughout this guidance the term 'mobile phone' is used but is intended to cover all mobile devices, including cameras, smartphones or any other such device with the facility to make/receive calls, capture images and/or share data.

Given the complex nature of the School, teaching and support staff (except those working in the Nursery) are permitted to keep phones on their person, and available for use. ***Nursery staff are required to keep their mobile phones in a locked drawer whilst working in the Nursery.*** Mobile phones should not interfere with work and staff are therefore not permitted to use their mobile phones/devices whilst on active duty, be that teaching in the classroom, during activities or on supervisory duty, unless for the execution of their duties. Private use of mobile phones may occur during staff breaks, but any such use should be: discreet and appropriate; infrequent; out of lesson time; and never in the presence of pupils.

We can never permit professional staff to behave in an unprofessional manner, so the use of any devices, be they PC, tablet or phone, for keeping up with eBay bids or Facebook interactions or similar whilst on duty is strictly forbidden.

On some occasions, school trips for example, staff will be required to carry a mobile phone. The School has mobile phones specifically for this use.

Sharing of mobile numbers with pupils

Under most circumstances, it is not appropriate for a member of staff to contact a pupil or parent/carer using their personal mobile phone. Staff with pupils in the school who have shared their number with parents should declare this to the Designated Safeguarding Lead. If a member of staff needs to make telephone contact with a pupil, a school telephone should be used.

The sending of inappropriate text or multimedia messages between any member of the school community is not allowed. This guidance is to safeguard both members of staff and the School. Any failure to comply with this guidance is likely to result in disciplinary action (or, in certain circumstances, a child protection allegation) and the appropriate disciplinary procedures will apply.

STAFF INDUCTION

All new teaching and office staff are given guidance on the school's policy on taking, storing and using images of children.



Gosfield School

CONSENT FORM: PHOTOGRAPHY AND USE OF IMAGES OR RECORDINGS OF CHILDREN

I have read the school's policy on taking, using and storing of images of children, and I agree that:

Name of child: _____

The school may use our child's image/recording on internal display boards (both digital and conventional) within the school.	Yes/No (please indicate)
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 (please indicate)
The school may use our child's image in printed material that is sent to prospective parents.	Yes/No (please indicate)
The school may use our child's image/recording on its web site and on marketing material, including the newsletter and social media.	Yes/No (please indicate)

This consent form is valid for:

The duration of our child's time at Gosfield School	Yes/No (please indicate)
Some shorter time – please specify	

I understand that I may revoke or amend this consent at any time by giving written notice to the school.

I agree to adhere to the school's guidelines for the private use of cameras and recording equipment.

(Signature of Parent or Guardian)

Date

Print Name: _____