



Wakefield Grammar School Foundation

WAKEFIELD GRAMMAR SCHOOL FOUNDATION

Company No 4258359
Registered Charity No. 1088415

QUEEN ELIZABETH GRAMMAR SCHOOL
WAKEFIELD GIRLS' HIGH SCHOOL

USE OF IMAGES OF PUPILS POLICY

1. This Policy

- This Policy is intended to provide information to pupils and their parents, carers or guardians (referred to in this policy as "parents") about how images of pupils are normally used by Wakefield Grammar School Foundation ("the Foundation"). It also covers the Foundation's approach to the use of cameras and filming equipment at school events and on school premises by parents and pupils themselves, and the media.
- It applies in addition to the Foundation Terms and Conditions for parents, and any other information the schools or the Foundation may provide about a particular use of pupil images, including e.g. signage about the use of CCTV; and more general information about use of pupils' personal data, e.g. the Foundation's Privacy Notice.

2. General points to be aware of

- Certain uses of images are necessary for the ordinary running of the schools or the Foundation; other uses are in the legitimate interests of the schools or the Foundation and our community and unlikely to cause any negative impact on children. The schools and Foundation are entitled lawfully to process such images and take decisions about how to use them, subject to any reasonable objections raised.
- Parents who accept a place for their child at one of the of the Foundation schools, are invited to indicate agreement to the schools and the Foundation using images of him/her as set out in this policy, via the form attached to the Foundation Terms and Conditions and/or from time to time if a particular use of the pupil's image is requested. However, parents should be aware of the fact that certain uses of their child's images may be necessary or unavoidable (for example when exam boards require film evidence for public qualifications or if they are included incidentally in CCTV, moving image or a photograph).
- We hope parents will feel able to support the schools and the Foundation in using pupil images to celebrate the achievements of pupils, sporting and academic; to promote the work of the school; and for important administrative purposes such as identification and security.
- Any parent who wishes to limit the use of images of a pupil for whom they are responsible should contact the school office at which the pupil attends in writing. The Foundation schools will respect the wishes of parents/carers (and indeed pupils themselves) wherever reasonably possible, and in accordance with this policy.
- Parents should be aware that, from around the age of 13 and upwards, the law recognises pupils' own rights to have a say in how their personal information is used – including images.

3. Use of Pupil Images in School Media

- Unless the relevant pupil or his or her parent has requested otherwise, the schools will use images of pupils to keep the schools' community updated on the activities of the schools and the Foundation, and for marketing and promotional purposes, including:
 - on internal displays (including clips of moving images) on digital and conventional notice boards within the school premises;
 - in communications with the school community (parents, pupils, staff, governors and alumni) including by email, on the school intranet and by post;
 - on the school's website and, where appropriate, via the school's social media channels, e.g. Twitter, Instagram and Facebook; and
 - in the schools' prospectus, and in online, press and other external advertisements for the schools and the Foundation. Such external advertising would not normally include pupil's names and in some circumstances the school will seek the parent or pupil's specific consent, depending on the nature of the image or the use.
- The source of these images will predominantly be the Foundation's staff (who are subject to policies and rules in how and when to take such images), or a professional photographer used for marketing and promotional purposes, or occasionally pupils. The school will only use images of pupils in suitable dress and the images will be stored securely and centrally.

4. Use of Pupil Images for Identification and Security

All pupils are photographed on entering the school and, thereafter, at yearly intervals, for the purposes of internal identification. These photographs identify the pupil by name, year group, house and form/tutor group and are also referred to when attaching biometric finger prints to pupil records.

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- CCTV is in use on Foundation premises, and will sometimes capture images of pupils. Images captured on the Foundation's CCTV system are used in accordance with the Privacy Notice and CCTV Policy.

5. Use of Pupil Images in the Media

- We will make every reasonable effort to ensure that any pupil whose parent or carer has refused permission for images of that pupil, or themselves, to be made are not photographed or filmed by the media, nor such images provided for media purposes.
- The media often asks for the names of the relevant pupils to go alongside the images, and these will be provided where parents have been informed about the media's visit and either parent or pupil has consented as appropriate.
- Occasionally, the Foundation is asked to share images with local or national media, we ask for consent to sharing this data annually as part of our annual consent to the use of images of pupils.

6. Security of Pupil Images

- Professional photographers and the media are accompanied by a member of staff when on schools' premises. The schools use only reputable professional photographers and make every effort to ensure that any images of pupils are held by them securely, responsibly and in accordance with the

schools' instructions. Professional photographers who attend regularly are checked through the Disclosure and Barring Service (DBS).

- The schools and the Foundation take appropriate technical and organisational security measures to ensure that images of pupils held by schools and the Foundation are kept securely on schools' systems, and protected from loss or misuse. The schools take reasonable steps to ensure that members of staff only have access to images of pupils held by the schools' where it is necessary for them to do so.
- All staff are given guidance on the Foundation's Policy on Use of Images of Pupils, and on the importance of ensuring that images of pupils are made and used responsibly, only for school purposes, and in accordance with Foundation policies and the law.

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

- Parents, guardians or close family members (hereafter, "parents") are welcome to take photographs of (and where appropriate, film) their own children taking part in schools' events, subject to the following guidelines, which the schools expects all parents to follow:
 - 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 filming devices with consideration and courtesy for cast members or performers on stage and the comfort of others. Flash photography can disturb others in the audience, or even cause distress for those with medical conditions; the schools therefore ask that it is not used at indoor events.
 - Parents should not take photographs of other pupils, except incidentally as part of a group shot, without the prior agreement of that pupil's parents.
 - 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 (for example on Facebook), or published in any other way.
 - Parents are reminded that copyright issues may prevent the schools from permitting the filming or recording of some plays and concerts. The schools will always notify parents where issues of copyright apply.
 - Parents may not film or take photographs in changing rooms or backstage during school productions, nor in any other circumstances in which photography or filming may embarrass or upset pupils.
- The schools and Foundation reserves the right to refuse or withdraw permission to film or take photographs at a specific event or more generally, from any parent who does not follow these guidelines, or is otherwise reasonably felt to be making inappropriate images.
- The schools and Foundation sometimes records plays and concerts (or engages a professional photographer or film company to do so), in which case CD, DVD or digital copies may be made available to parents for purchase. Parents of pupils taking part in such plays and concerts will be consulted if it is intended to make such recordings available more widely.

8. 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 the pastoral staff.
- The use of cameras, or filming equipment (including on 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 the schools'/Foundation's Anti-Bullying Policy, Data Protection Policy for Pupils, IT Acceptable Use Policy, Social Media Policy, Child Protection Policy or the School Rules, is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.

REVIEW HISTORY

V1:	Policy written	May 2018	S.Williams-McGlone
V1.08:	Reviewed	January 2021	S.Williams-McGlone