THE GRANVILLE SCHOOL
Storing of Images Policy: Policy on Taking, Storing and Using Images of Children

Introduction

At The Granville School, we are an open and inclusive community that is immensely proud of the achievements of all our pupils in their academic, artistic, and sporting endeavours. We celebrate our diversity and give 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 website is updated regularly, and parents are sent our Weekly Newsletter to keep them fully abreast with the news of our active community.

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 The Granville School ("the school"). It also covers the school'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 school's terms and conditions / parent contract, and any other information the school 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 school's Privacy Notice. Images of pupils in a safeguarding context are dealt with under the school's relevant safeguarding and pastoral policies.

The application of data protection laws to taking, using, and storing images of children

Certain uses of images are necessary for the ordinary internal running of the school; other internal uses are in the legitimate interests of the school and its community and unlikely to cause any negative impact on children. The school is 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 The Granville 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, on the website or on the school's social media accounts, as well as displayed within the premises, and in newsletters sent to the school community. The Data Manager keeps a record of pupils whose parents have withheld permission. This is published in the staff room and given to all teaching staff.

We hope parents will feel able to support the school 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 fill in the form available on SchoolBase. The school will respect the wishes of parents wherever reasonably possible, and in accordance with this policy.

All parents are issued with a Pupil Privacy Notice for Parents, which gives further details about how data, including photographs, is used and clarifies our obligations under the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. The School's Data Protection Policy and Information and Records Retention and Security Policy are available on request.

Use of images displays etc

Unless the relevant parent has requested otherwise, the school will use images of its pupils to keep the school community updated on the activities of the school, and for marketing and promotional purposes, including:

- Internal displays on digital and conventional notice boards within the school premises.
- Marketing the school digitally by website, app, by prospectus, other marketing materials.
- On the school's social media accounts.
- Communications with the school community (parents, pupils, staff, Governors, and alumnae)
- Reporting to local media which may mean names appear when there are six or fewer children in the photograph.

The source of these images will be the school'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. The school will only use images of pupils in suitable dress, and the images will be stored securely and centrally.

Use of images: internal identification

All pupils are photographed individually during the second half of the Autumn Term and, thereafter annually. A copy is uploaded, for the purposes of internal identification, onto their record on the secure school Management Information System, where access is password protected. They are reviewed annually and deleted when no longer required.

Images we use in displays and on our website

The images we use for external displays and communication purposes do not identify an individual pupil. Instead, they name the event, the term and year that the photograph was taken (For example, "U11 Netball Team, Spring Festival 2022")

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 sports team photographs, individual, whole school photographs, and class photographs.

Digital & Print Media coverage

We 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 any event that will be photographed by the Press.

If the Press wishes to use photos of the children, they will require the names to be provided and as such we would need a parent's permission for that photo to be used. We would always obtain permission from parents before that photo is printed and maintain a record of the permission or denial of use.

If the media were to fail to follow the appropriate code of practice for the protection of young people, including the children of celebrities, we would lodge a complaint to the Press Complaints Commission.

Security of Pupil Images

Professional photographers and where applicable the media are accompanied at all times by a member of staff when on school premises. The school uses only reputable professional photographers and makes every effort to ensure that any images of pupils are held by them securely, responsibly and in accordance with the school's instructions.

The school takes appropriate technical and organisational security measures to ensure that images of pupils held by the school are stored securely and protected from unauthorised access, loss, misuse, or disclosure. The school will take reasonable steps to ensure that only members of staff who require access to pupil images for legitimate School purposes are able to access them

All staff are given guidance on the school's Policy on Taking, Storing and Using 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 school policies and the law

Use of Artificial Intelligence (AI)

The school will not use images of pupils with artificial intelligence technologies in a manner that is inconsistent with this Policy, parental permissions, or applicable data protection legislation.

Staff induction

All new teachers and administrative staff are given guidance on the school's policy on taking, using, and storing images of children, as well as training relating to safeguarding.

Use of cameras and recording equipment by staff

Staff may take photographs or videos of pupils in lessons or during performances, but these are for the use of school purposes only.

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 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. Group photographs may be taken where appropriate; however, these are for personal use only and should not be published on social media or other public platforms where they identify other children without the appropriate permission.

We will make every effort on school trips to ensure that outsiders do not photograph The Granville children.

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.
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.

We record some plays and events professionally; copies of the DVDs are available for parents to purchase.

Treating others with respect

Everyone has a 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 available on request and on the school 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 or a worrying issue to a member of the pastoral staff.

Linked Policies:

- Data Protection
- Information and Records Retention and Security
- Pupil & Staff Privacy
- Anti-bullying
- Safeguarding
- Pastoral
- Pupil Wellbeing