Shrewsbury School

Taking, Storing and Using Images Policy

1. INTRODUCTION

1.1 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 Shrewsbury School (‘the School’). It applies in addition to the School’s Terms & Conditions and more general information about use of pupils’ personal data such as the School’s Privacy Notice.

2. RELATED POLICIES

2.1 This policy should be read in conjunction with the following School policies:
   - Code of Conduct of Staff
   - IT Acceptable Usage Policy (Non-Pupils)
   - Child Protection and Safeguarding Policy and Procedures
   - The School’s Privacy Notice
   - Mobile Telephone Policy

3. GENERAL POINTS

3.1 Certain uses of images are necessary for the ordinary running of the School; other 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.

3.2 Parents who accept a place for their child at the School are invited to agree to the School using images of their child as set out in this policy via the School’s Terms & Conditions.

3.3 It is hoped that parents will feel able to support the School in using pupils images to celebrate the achievements of pupils (whether sporting, academic or otherwise) to promote the work of the School and for important administrative purposes such as identification and security.

3.4 Any parent who wishes to limit the use of images of a pupil for whom they are responsible should contact in writing the Bursar in their capacity as Data Controller. The School will respect the wishes of parents (and indeed pupils themselves) wherever
reasonably possible, and in accordance with this policy and the Data Protection Act 2018.

3.5 Parents should be aware that from the age of 13 upwards, the law recognises pupils’ own rights to have a say in how their personal information is used – including images.

4. **USE OF PUPIL IMAGES IN SCHOOL PUBLICATIONS**

4.1 The School routinely uses images of its pupils to keep the School community updated on the activities of the School and for marketing and promotional purposes, including:

i On internal displays (including clips of moving images) on digital and conventional notice boards within the School premises;

ii In communications with the School community (parents, pupils, staff, Governors and alumni) including by e-mail, on the School intranet and by post;

iii On the School’s website and, where appropriate, via the School’s social media channels (eg Twitter and Facebook). Such images would not normally be accompanied by the pupil’s full name without permission;

iv In the School’s prospectus, and in online, press and other external advertisements for the School. Such external advertising would not normally include pupil’s names (and in most circumstances the School will seek the parent and/or pupil’s specific consent, depending on the nature of the image or the use).

5. **USE OF PUPIL IMAGES FOR IDENTIFICATION AND SECURITY**

5.1 For the purposes of internal identification, all pupils are photographed on entering the School and, thereafter, again as they enter the Sixth Form. These photographs identify the pupil by name, year group and House.

5.2 CCTV is in use on School premises, and will sometimes capture images of pupils. Images captured on the School’s CCTV system are used in accordance with the Privacy Notice and CCTV policy.

6. **USE OF PUPILS IMAGES IN THE MEDIA**

6.1 Where practicably possible, the School will always notify parents in advance when the media is expected to attend an event or School activity in which School pupils are participating, and will make every reasonable effort to ensure that any pupil whose parent has refused permission for images of that pupil, or themselves, to be used in these circumstances are not photographed or filmed by the media, nor such images provided for media purposes.

6.2 In such circumstances where the media requests the names of pupils to accompany images, these will be provided where parents have been informed about the media’s visit and both parent and pupil has consented as appropriate.
7. SECURITY OF PUPIL IMAGES

7.1 Professional photographers and the media are accompanied at all times by a member of staff when on School premises. The School only uses 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.

7.2 The School takes appropriate technical and organisational security measures to ensure that images of pupils held by the School are kept securely on School systems, and protected from loss or misuse. The School will take reasonable steps to ensure that members of staff only have access to images of pupils held by the School where it is necessary for them to do so this is reflected in the Mobile Telephone Policy and the IT Acceptable Use Policy.

8. USE OF CAMERAS AND FILMING EQUIPMENT (INCLUDING MOBILE PHONES) BY PARENTS

8.1 Parents and carers are permitted to take photographs and footage for their personal use only. If they choose to share these images in the public domain (i.e. social media), they should be mindful of including others who may not have given their consent. The opportunity of parents/carers to take images can be restricted by the School where it is not appropriate and the School reserves the right to withdraw consent at any time.

8.2 The School sometimes records plays and concerts professionally (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.

9. USE OF CAMERAS AND FILMING EQUIPMENT (INCLUDING MOBILE PHONES) BY PUPILS

9.1 All pupils are encouraged to look after each other, and to report any concerns about the misuse of technology, or any worrying issues to the Second Master and/or the Deputy Head Pastoral.

9.2 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.

9.3 The misuse of images, cameras or filming equipment in a way that breaches this Policy, or the School’s Anti-Bullying Policy, Acceptable Use Policy for Pupils, Safeguarding Policy or the School’s rules is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.

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