



# KING'S BRUTON

(Comprising King's School, Bruton and Hazlegrove – "the School")

## TAKING STORING AND USING IMAGES OF PUPILS POLICY

---

This is a combined policy that applies to King's School, Bruton and Hazlegrove Preparatory School.

### INTRODUCTION

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 King's School, Bruton, Hazlegrove ("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 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. Safeguarding and online safety issues are more specifically dealt with under the school's relevant safeguarding policies.

### GENERAL

Certain uses of images, including pupil images, are necessary for the ordinary running of the school for example, for administration, identification, educational and curricular purposes, and security. It may not be possible to object to such uses, although any concerns in this regard will be duly considered by the school.

Other uses are considered to be 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, although objections may be raised and the School will seek to accommodate any reasonable concerns. Examples are given in this policy.

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. However, for any uses of images which might be considered more intrusive or unexpected – examples of which are set out further in this Policy – we will seek specific consent from parents and, as appropriate, pupils.

Parents who accept a place for their child at the School are invited to agree to the School using images of him/her as set out in this policy, by signing a copy of the policy below 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 if they are included incidentally in CCTV or as a part of a whole school photograph.

Any parent who wishes to limit the use of images of a pupil for whom they are responsible should contact the Marketing Manager in writing. The School 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 secondary school age, the law recognises pupils' own rights to have a say in how their personal information is used, including images.

Where remote video provision for pupils (via e.g. Zoom or Teams) is necessary, the School will notify its policies in respect of monitoring, recording and retention of such sessions (along with policies on appropriate dress and supervision).

### **Use and Publication of Certain Pupil Images**

In accordance with any consents, notices or objections as may be applicable from time to time, 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:

- On internal displays and notice boards within the School premises.
- As part of the School's email system and intranet, and in appropriate communications by whatever means with the School community (parents, pupils, staff, Governors and alumni).
- As part of School curricular activities, for example for physical education or drama, or as a teaching aid, as part of official activities using School devices, tablets and applications.
- in printed material, such as School magazines and printed marketing material, including the School's prospectus.
- On the School's website and, where appropriate and in line with relevant policies, via the School's social media channels [e.g. X (formerly) Twitter, Instagram and Facebook].
- Exceptionally, in the press and other external advertisements for the School.

The School's policy in respect of the above uses is as follows:

- Legitimate interests will be relied upon for any uses which are either essential (for example, security, administration and education) or which fall within a scope of reasonably expected uses. Reasonably expected uses include, via internal School or parent communications, on the intranet or in other closed community groups, in printed material such as a School magazine or prospectus, or any uses whereby an individual child cannot reasonably be identified by someone outside the School community: for example, where their face cannot clearly be seen.
- The key effect of the School relying on legitimate interests is that parents and pupils may be entitled to object to such uses, although their specific consent will not be sought beforehand. Any objections will be duly considered by the School, but objections can be overridden by other factors: for example, uses which the School considers essential; or uses which create little or no risk of harm (including where children are not at risk of outside identification).

- Consent will be sought for all other external uses of pupil images online. In particular, where any intended use is more intrusive or unexpected, for example, if a child is the focus of the image and their face can clearly be seen, the School will discuss the use with the pupil or parents (as appropriate) in advance.

The School will take reasonable steps following any objection or withdrawal of consent but may not be able to recall or destroy printed materials. Any particular concerns or vulnerabilities relating to a pupil or their family should be drawn to the School's attention in advance. The safeguarding and best interests of pupils will remain the School's priorities at all times.

## **USE OF PUPIL IMAGES FOR IDENTIFICATION AND SECURITY**

All pupils are photographed on entering the School and thereafter at appropriate intervals for the purposes of internal identification. These photographs identify the pupil by name, year group, House and form/tutor group.

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 / any other information or policies concerning CCTV which may be published by the School from time to time and the location of cameras will be clearly notified, including by signage.

## **USE OF PUPIL IMAGES BY EXTERNAL MEDIA**

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 or carer has refused permission for images of that pupil or themselves to be made in these circumstances are not photographed or filmed by the media nor such images provided for media purposes.

The media may ask for the names of the relevant pupils to go alongside the images. It is not the School's policy to provide full or first names in this scenario, and these will only be provided where parents have been informed about the media's visit and either parent or pupil has specifically consented to the sharing of their name, for an appropriate and necessary purpose.

## **SECURITY OF PUPIL IMAGES**

Professional photographers and 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 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.

Any external processors of pupil images are engaged only for lawful purposes consistent with those set out in this policy, and subject to proper due diligence and contractual protections.

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.

Pupils are also given mandatory and age-appropriate training on their own privacy online and with their peers, including image use and social media safety.

## **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 School events, subject to the following guidelines, which the School 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 School therefore asks that it is not used at indoor events.
- 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.
- 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 School from permitting the filming or recording of some plays and concerts. The School will always print a reminder in the programme of events 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, by reference to their dress or activity or any other factor.

The School reserves the right to refuse or withdraw permission to film or take photographs, at a specific event or more generally, either for all attendees/parents (e.g. where a safeguarding risk to an individual child has been identified) or from any individual parent who does not follow these guidelines, or is otherwise reasonably felt to be making inappropriate images.

The School sometimes records plays and concerts professionally (or engages a professional photographer or film company to do so), in which case physical 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.

Should remote video provision at home (by Zoom, teams or otherwise) be required or facilitated by the school in any context, specific guidelines and instructions will be provided to ensure privacy and safety, including around dress and recording of video.

## 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 School's Anti-Bullying Policy, Data Protection Policy, eSafety Policy, IT Acceptable Use Policy for Pupils, Safeguarding 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.

## USE OF IMAGES OF PUPILS BY THE SCHOOL

Dear Parent

The School makes various uses of images of pupils during their time at School.

Some of these are necessary for administration and the safety of pupils. Media uses, including photos of pupils at work, playing games or on school trips may be included on the School website or as part of a School prospectus or magazine.

Please indicate below if you consent for the time being to your child's image being used in School media. Where appropriate (owing to the pupil's age or nature of the use) we will also seek the verbal or written consent before publishing any image where that pupil is a particular focus of the shot, or identified by name, but not usually when included as part of a larger group or team shot.

**NAME OF CHILD:**

Tick ☐ Yes, I consent to my child's image being used in School media in the manner described.

You may withdraw consent at any time in the future, subject to the notice at the bottom of this form. If you object to such uses until further notice, please indicate below. In ensuring we can give effect to your wishes, it will also assist us if you are able to give reasons.

**OR:**

Tick ☐ No, I object to all non-essential uses of my child's image without specific consent.

Please give reasons [optional]: \_\_\_\_\_

\_\_\_\_\_

**Please be aware** that objecting as above will not necessarily mean that the School will not continue to process images of your child that are either necessary for administration of the School or where the School requires it and is otherwise lawfully entitled to do so. It may not be possible to change printed publications, such as the School magazine or prospectus, or third party publications (for example where we have placed an advert or provided an image to a newspaper). **Please see our Privacy Notice for further details, or enquire with the Bursar.**

**NAME OF PARENT:**

**ADDRESS:**

**Signed:** \_\_\_\_\_

## USE OF YOUR IMAGE BY THE SCHOOL

Dear [Pupil's name]

The School wishes to use your image in the following manner:

DESCRIPTION OF USE:

[Name and description of use, e.g. where and what image, to be filled in by member of staff]

Please indicate below if you understand the above and are happy to consent for the time being to your image being used in this way. You may withdraw your consent at any time in the future, but please be aware that it may only be possible to remove online images and the School cannot change printed materials once published.

**Yes, I agree** [to be filled in by pupil]

NAME:

SIGNATURE:

DATE OF BIRTH:

Please be aware that the School will not always seek your permission to use photographs and video, for example where necessary for the running of the School (such as a security ID or CCTV). Please see the School Privacy Notice for further details, or enquire through your Tutor or Housemaster/Housemistress.