



Images of Children Policy

PLEASE NOTE:

Greenfield Little School and Early Years Department are fully included in this policy. Throughout this policy the term 'images' relates to both still and moving images (i.e. video).

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Introduction

The Greenfield School community is very proud of the achievements of all of our pupils in their academic, artistic, sporting and other endeavours. We celebrate our diversity and aim to share this with the wider community.

We choose to celebrate our pupils' achievements in many ways, including internal displays, our website and social media channels, newsletters and via the press. We firmly believe that our pupils and their achievements are the best advert for the excellent education provided at Greenfield and therefore we choose to publicise their successes wherever possible.

This policy outlines the various ways in which the school uses images and videos of children and for what purpose.

The Application of Data Protection Laws to Taking, Using and Storing Images of Children

Parents who accept a place for their child at Greenfield School are invited to agree to the school using photographs and videos of their child and information relating to his or her achievements for promotional purposes, which may be published in the prospectus or on the website and social media, as well as displayed within the premises and in bulletins sent to the school community. Consent for the taking and publishing of photographs and videos is requested within the school's P1 form which is completed upon the child's entry to the school. Periodically, the school may ask parents to review their permissions.

Parents are asked to read this policy in full before clearly stating whether they give the school permission to take photographs or video footage of their child.

Use of Images:

Identification

All pupils are photographed during their first year at the school and annually thereafter. These images are available for parents to purchase but are also used for the purpose of internal identification. These photographs are stored on the school's password-protected management information system which is accessed by members of staff.

Parents are also asked to provide a recent photograph of their child upon admission to the school. This photograph is used on the Management Information System until the formal school photograph is taken. If a hard copy of the photograph is provided, this is stored in the pupil's file until such a time as the file is destroyed (usually 3 years after the pupil has left the school).

Displays

Occasionally, images of an event or production may be put on display and these may carry the child's name as a means of identification.

The display board in our main reception identifies the children who hold a position of responsibility. They are identified by their photograph and name.

Visitors to the school will be able to view these displays but they are not permitted to record or take photos anywhere on school premises.

Evidencing Development

In Little School and Early Years, including Reception, a learning journal will be used to reflect your child's development. It will include photographs and videos of your child at work and play, both alone and with other children. These images are stored in a secure on-line server known as Tapestry. Tapestry is password protected and can only be accessed by authorised staff members and the child's parents. You will be asked to sign a consent form specific to the use of Tapestry upon your child's admission to the school.

Posterity

Images and videos of pupils taking part in school trips, performances and other school activities may be kept beyond the academic year in which they were taken and stored on a password protected external hard drive. These may be kept after the child has left the school, in order for staff to review and remember the event in the case of repeating it in the future; as a means of documenting the school's facilities, achievements or the passing of time; as a record of a year group's progression through the school and for use in year books or compilations. Images may be included in publications after a pupil has left the school, but in accordance with the permissions held.

Communication, Celebration and Marketing

Images and videos of pupils may be used for communication purposes (e.g. newsletters) as well as to celebrate successes and for marketing the school (e.g. social media, school website).

Periodically, the school may invite the press to feature an event. In these circumstances, the press may wish for their own photographer to attend. The school will always provide the photographer with specific instructions as to which children they are permitted to photograph, however the school cannot guarantee that children involved in an event will not appear in the background of certain images or video recordings. The school will always notify parents to the possibility of an external/press photographer and work with the parents to ensure their wishes with regard to the taking of photographs and videos are met.

The press often request the full names of those people who feature in photographs. Wherever possible, the school will ascertain if this is the case in advance and request permission from parents. The school will not give out the full name of a pupil in order to identify them in a public image without prior consent from the parent(s).

The school may also invite professional photographers to take photographs of school events (e.g. a play or performance). Usually, these photographs are made available for parents to purchase and they will be kept by the school for posterity and marketing purposes.

Use of Cameras and Recording Equipment by Parents and Guardians

Parents are welcome to take images of their own children taking part in sporting and outdoor events, providing that they are for personal use only. Parents are not permitted to circulate photographs taken at school events on social media, including WhatsApp, unless the express permission of the parents of each child in the image has been collected in writing.

Parents are not permitted to use cameras (including camera phones) to record images during plays, performances, concerts or any other indoor recital. In many cases, the school will arrange for performances to be filmed and photographed, with the images available to purchase. During other events (such as class assemblies) filming and the taking of photographs is not permitted during the performance, but staff will facilitate a photo opportunity at the end of the performance. Only the children of those parents present will be allowed to remain for the photo opportunity and group photos may only be taken with the permission of those parents present.

The recording and distribution of school performances will be in accordance with the parental permissions given to the school by the parents of those children involved.

Flash photography can disturb others, 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.

Storage and Retention

Images of pupils taken as a form of identification whilst the child is a pupil at the school will be kept on file after the child has left. This is to allow time for any data relating to the child to be duly anonymised, and for any required data to be passed onto future schools etc. The images will be deleted along with the pupil record in accordance with our data retention policy.

Other images of Greenfield pupils may be kept for posterity but parents may request images of their child to be deleted. Website news stories, images uploaded to social media channels and any other images in the public domain (within the control of the school) will not be deleted unless requested.

Images and videos of children taken on cameras or recording equipment will be transferred to the school server at the earliest possible moment and subsequently deleted from the device. Images and videos of children taken on the school's iPhone or any subsequent password-protected piece of equipment will be routinely cleared of all images and videos. Storage of images and videos on these devices will not go beyond the academic year within which they were taken.

Whilst the school will always do its best to adhere to any changes to parental permission, parents giving their permission do so on the understanding that if permission is later withdrawn the school may not be able to recover and delete all previous uses of the child's image.

Media Coverage

The school will always notify parents to the possibility of an external/press photographer and work with parents to ensure their wishes with regard to the taking of photographs and videos are met.

We 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.

Identification of pupils in images or video footage

In displays that are visible on school premises, pupils will only be identified by their first name and, in circumstances where two children with the same first name occur, the initial of their last name.

In the school newsletter that is distributed to current Greenfield parents, children may be identified with their full name. In the school newsletter that is distributed to prospective parents or alumni, children may be identified with their first name. If the school wishes to include a child's full name, permission will be sought from the parents.

The press often request the full names of those people who feature in photographs. Wherever possible, the school will ascertain if this is the case in advance and request permission from parents. The school will not give out the full name of a pupil in order to identify them in a public image without prior consent from the parent(s).

If the school deems it appropriate or necessary to name a child in any external publication (see list at the end of the policy) parents will be contacted to request permission to do so.

Social Media

Please also see [Communication, Celebration and Marketing](#).

Parents who provide the school with permission to post photographs and videos of their child on social media do so with the understanding that, although the school may delete posts from their own page, feed etc., they are not always able to retract images and videos that have been shared in the wider online community.

When pupils attend events at other schools, museums, workshops etc. the organisers may ask whether pupils can be photographed taking part. In these circumstances, the same permissions that the pupil's parents have provided to the school will be relayed.

Staff Induction

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

Staff who are responsible for taking children offsite for trips, visits, workshops, sports matches and so on, will ensure that any children without the required permission are kept out of group photos or recordings and they will ensure the hosts or members of the public are informed.

Third Party Permission

When Greenfield pupils attend sports matches, trips, workshops or fundraising events offsite, the hosts of the event may ask Greenfield staff for permission to take photographs or videos of the children taking part. In these circumstances, Greenfield staff will always refer to the permissions granted to the school by each child's parents and those children whose parents have granted the school permission to use images for EXTERNAL use will be deemed to be in agreement for their child's image to be taken by event hosts.

Parental Agreement

We consider it part of our school terms and conditions (to which all parents agree to upon acceptance of a place) that our policy regarding the recording of images is abided by all parents. We expect all parents to relay this to grandparents, relatives or employees (nannys, au pairs etc.) who may attend school events.

Images taken at school events, which contain children other than your own, **must not** be shared on social media, this includes WhatsApp groups. If the school sees evidence of this it may be considered a breach of contract.

Possible uses of images and video footage

This list identifies various uses for images and video footage of Greenfield pupils. It is not an exhaustive list and may be updated. This list is referenced on the permission slip and P1 form that parents are asked to complete and return to the school. The terms 'internal' and 'external' relate to the community within which the school may share the image.

INTERNAL USE
Identification for use by staff members
Displays
Communication with parents when children are away on trips (via Google drive or similar)
The school newsletter (for parents) Distributed via email link to all parents and guardians of current Greenfield pupils.
Programmes for plays and performances Distributed in hard copy to those attending a performance.
Cards and gifts made for staff or pupils
Welcome cards or videos sent to new joiners
Classlist posts
EXTERNAL USE
Footage of performances and plays
Social Media (including but not limited to: Facebook, Twitter, Instagram, LinkedIn, YouTube)
Blog posts
School website information
School website content (such as news stories or case studies)
The school newsletter (for prospective parents) Distributed via email link to all prospective parents who have asked to receive more information about the school.
The alumni newsletter (for past pupils and affiliates of Greenfield School, Greenfield Junior School and Greenfield Girls' Senior School) Distributed via email link to all affiliates who have asked to remain in contact with the school.
The school prospectus and application materials
The parent handbook
Newspaper/Press articles
Outdoor advertising (including but not limited to bus advertising, billboards, information screens)
All other marketing materials (including but not limited to: flyers, posters, banners)
Images and videos recorded by hosts of offsite events (including but not limited to: sports matches, competitions, workshops)
Sponsorship or support of other events (e.g. the Surrey Half Marathon)
Promotional materials used by the Friends of Greenfield School (e.g. to promote an event)

Reviewed January 2022

Signed



Chair

Chairman of the Board of Governors

Next review May 2022