

# Newland House School



## DIGITAL IMAGE POLICY

**This Policy applies to all sections of the school,  
including the Early Years Foundation Stage.**

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<b>Updated by:</b>	<b>Marketing and Admissions Manager</b>
<b>Authorised by:</b>	<b>Chris Skelton, Head</b>
	<b>Governing body</b>

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## 1. Introduction

- 1.1 This policy covers the procedures for taking, utilising and publicising images of pupils. Digital Images include photographs, film or video (including video conferencing), CCTV and the use of images acquired via mobile phones, cameras, tablets and other devices.
- 1.2 Newland House School believes that the responsible use of children's digital images can make a valuable contribution to the life and morale of the school, aid pupil motivation and help parents and the local community identify and celebrate the school's achievements.
- 1.3 Images may be used internally in school publications such as the school magazine *Newlandian*, our termly newsletter *Newsreel*, Pre-Prep weekly newsletter, and Firefly.
- 1.4 Digital images may also be used on public websites such the school website, the school's social media profiles such as Twitter, Facebook and Instagram and other industry led external websites such as ISC. Images may also be used within marketing material for the school such as our prospectus, posters and banners. Images may further be used in external publications such as magazines and newspapers promoting the school.
- 1.5 This policy is intended to minimise the risks that young people can be exposed to through the misuse of digital images. The policy takes account of data protection and child protection issues.
- 1.6 The safe storage of digital images is detailed in the ***Digital Strategy policy***.

## 2. Data Protection and GDPR

- 2.1 Photographs, film and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998.
- 2.2 The use of digital images is also subject to the requirements outlined in the following legislation:
  - Education Act 2002 - Obligations to safeguard the welfare of pupils. This may have an impact on children whose location cannot be revealed for safeguarding reasons.
  - Article 8 European Convention on Human Rights - Privacy issues/breach of the child's right to respect for private life. For example, a parent/carer may object to their child's image being taken or shared.

- Article 10 European Convention on Human Rights - The parent/carer's right to freedom of expression. For example, a parent/carer may wish to record the Nativity play.

2.3 Parents may consent to the use of their children's images by completing the Photography & Video Consent Form on [Firefly](#).

2.4 Images will be kept securely and held by the school for the duration of the pupils' time at the school and destroyed within three years of them leaving. We have no process for identifying and deleting such images. Three years seems very limited, for example the prospectus would generally be in use for 5 years<sup>1</sup>.

### 3. The use of digital images in School Publications

3.1 The school will only take and use images that are appropriate and are considered not to be open to misuse.

3.2 Where possible, photographs will be taken of groups of children rather than individuals.

3.3 Where digital images are used in weekly newsletters (Pre-Prep and Nursery), names of children will not be used.

3.4 Where digital images are used in the termly newsletter, *Newsreel* the full names of children may be used. They may or may not appear next to a supporting image of the child. **Newsreel is a printed publication only**. It is not online and therefore names are protected from on-line search engines. Newsreel is available to prospective parents but only as a printed publication.

3.5 Where digital images are used in the annual school magazine, *Newlandian* the full names of children may be used. They may or may not appear next to a supporting image of the child. Newlandian is a printed publication only. It is not online and

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<sup>1</sup> Where schools hold and display historic photographs, the Education Authority would recommend the following: (i) Schools may display historic photographs of student groups, sporting teams, head boys/girls on the grounds that this is both in the general public interest and is in the schools' 'Legitimate Interest' of promoting itself. (ii) Schools may wish to use historic photographs in advertising material, alumnae events or historical records. The Education Authority would recommend that photographs within such publications be published only with a generic description (e.g. class of 1980 or 1st XV Rugby team 1999) and without individual student names so as to protect the individuals' rights.

therefore names are protected from on-line searching engines. The Newlandian is available to prospective parents but only as a printed publication.

- 3.6 Where digital images and video are used on the schools virtual learning platform, *Firefly* the full names of pupils may be used. As access to Firefly is restricted to current parents via secure login, images of children may show their full name.
- 3.7 Where digital images are used within marketing material for the school such as our prospectus, posters and banners names will not be used.
- 3.8 Digital images will show pupils in suitable dress to avoid the risk of inappropriate use for example, images of pupils in PE or swimming kit will only be included at the discretion of the Head.
- 3.9 We will ensure that personal details are not used in captions, tags or file names.

#### **4. Additional measures for the use of digital images in external media and websites**

- 4.1 Where images are used in external publications such as magazines and newspapers promoting the school, pupil names will not be used (but note item 4.4 below)
- 4.2 We will adopt the same principle as outlined above when publishing images on the Internet. However, the school recognises that there is no control over who may view the images and consequently there is a greater risk of misuse of the images, via the Internet.
- 4.3 We will therefore consider the suitability of images for use on the school's website, the school's social media profiles such as Twitter and Facebook and other industry led external websites such as ISC and to protect pupils online, the names of pupils will not be used.
- 4.4 Photographs taken by journalists are exempt from the Data Protection Act 1998, but newspapers are subject to strict guidelines governing the press.
- 4.5 The school will check that broadcasters and press who may be on the school premises are aware of the sensitivity involved in captioning, interviews, close and sports photography.

4.6 In some circumstances the school may wish to use a pupil's name to support a significant news item either online or in external published media. In all instances, the parents' prior express consent will be obtained.

## **5. Photographers employed by the School**

5.1 Professional photographers who are engaged to record any events will be prepared to work according to the terms of the school's e-Safety policy.

- Photographers will be issued with visitor identification, which must be worn at all times.
- Photographers will sign an agreement which ensures compliance with the Data Protection Act and that those images will only be used for a specific purpose, subject to parental/carer consent.
- Photographers will not have unsupervised access to children and young people.

## **6. Personal use digital images**

6.1 Under the terms of the Data Protection Act 1998, parents, friends and family members can take images of their children and friends participating in school activities for family and personal use.

6.2 If the recording is not for personal use for example, with a view to selling the video, then consent of other parents whose children may be on film would be required. Without this consent, the Data Protection Act 1998 would be breached.

6.3 Parents may film school events such as sports days, fetes and school plays but should seek permission to do so at the start of the event, must ensure that they do so discreetly and that the performance and members of the audience are not disturbed.

6.4 Parents may take photographs at school events for personal use, but we do not allow flash photography at any performances and we ask parents not to share or publish images or film on social media or elsewhere online, for safeguarding reasons.

6.5 The use of live video streaming through platforms such as YouTube and Facebook is strictly forbidden during school events, including concerts, productions and fixtures. Parents will also be reminded of this at the start of performances and fixtures on a regular basis.

## **7. Webcams/Video conferencing**

- 7.1 Webcams and video conferencing facilities are useful tools for learning. They can allow individuals to interact over the Internet with others and support links between pupils in different schools, countries and cultures.
- 7.2 A webcam will only be used in appropriate circumstances such as a normal class setting.
- 7.3 Both children and teachers will be made aware of when a webcam is in use. Please also see ***Safeguarding and child protection policy***.

## **8. CCTV**

- 8.1 The school may use CCTV in some areas as a security measure. Cameras will only be used in appropriate areas and where there is clear signage indicating that they are in operation.
- 8.2 CCTV images that are stored digitally will only be stored for designated periods then erased.

## **9. Mobile /Camera Phones**

- 9.1 Mobile and camera phones can take images without the knowledge of others. As such, mobile phones that can take and transmit images will not be permitted in areas of the school for example, changing rooms and sports facilities, where they may be misused.
- 9.2 Photographs of children taking part in school activities should only be taken on a school memory card or with a school camera or device and should also be subject to parental agreement as indicated on the parental consent form.
- 9.3 Further information about the use of mobile phones in school can be found in the ***Digital Strategy Policy*** and ***the Mobile Phone policy***.

## **10. Consent**

- 10.1 Due to the number of occasions during a pupil's time at school that the school may wish to photograph or video the pupil, the school will seek consent from parents/carers via the Photography & Filming Consent Form. Parents are able to change their consent at any time using by resubmitting the form.

Images will not be taken of any child or young person against their wishes. A child or young person's right not to be photographed is to be respected.

10.2 School visitors may only take photographs with the specific permission of a member of the Senior Leadership Team.

10.3 The school will, at all times, consider the need to revisit consent in the event of a pupil's circumstances changing, or new applications for the use of pupil images.

10.4 The school will highlight this policy and parents may update their consent for the use of their children's images by resubmitting the Photography and Filming Consent Form on Firefly at any time.

## **11. Misuse of images**

11.1 Any evidence of the use of inappropriate images, or the misuse of images, will be reported to the school's Designated Safeguarding Lead (DSL) who may involve the Local Authority, Social Services and police, as appropriate.

## **12. Pupil 1:1 iPad Scheme**

12.1 Pupils sign an acceptable usage policy for devices, to ensure they use their camera responsibly. They are frequently reminded of this during teaching sessions. Pupil who misuse may have their camera disabled, resulting in loss of function of the device.

12.2 Pupils are educated to not use their iPads in areas of sensitivity such as changing rooms and toilets. They are also not allowed to be used during break times. Misuse will result in sanctions or normal disciplinary actions decided by the Deputy Head (Prep).

12.3 Pupils are told they must ask people for permission before taking a picture and the camera must never be used in class without permission of the teacher. Again, sanctions and disciplinary actions will be considered in case of misuse.

## **13. Further information**

13.1 This policy will be reviewed every academic year or sooner if changes to legislation, compliance requirements or good practice dictate.