Use of Student Images Policy

Scope

1.1 This policy is a whole school policy and relates to both the senior school and junior school (including the Early Years Foundation Stage).

1.2 It applies in addition to the School's terms and conditions, other information the school may provide about a particular use of student images, and more general information about use of students' personal data in the School's *Data Protection policy*.

2 Aims

2.1 This policy is intended to provide information to students and their parents, carers or guardians (referred to in this policy as 'parents') about how images of students are normally used by 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 students themselves, and the media.

3 Introduction

3.1 Generally, images of students for School and family use, and those that appear in the press, are a source of pleasure and pride that can enhance the students' experience and self-esteem.

3.2 The school is committed to safeguarding students in line with the expectations set out in Keeping Children Safe in Education. Children should be safeguarded from potentially harmful and inappropriate content online. The school is alert to the risks posed around potential image manipulation, deepfakes and the increasing threat posed by misuse of AI to images of students. The publication of student images to promote the school is considered carefully, consent from parents is obtained, and risk mitigation measures are taken when sharing information publicly.

3.3 We hope parents will feel able to support the school in its use of student images to celebrate the achievements of students, promote the work of the school, and for important administrative purposes such as identification and security.

4 Consent

4.1 The image of a child is personal data for the purpose of the Data Protection Act 2018. It is a requirement that consent is obtained from the parent of a child or young person under the age of 18 years for any photographs or video recordings of that child for purposes beyond the school's core educational function.

4.2 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 via the school's terms and

conditions. By signing the Acceptance Contract parents are giving consent which will last for the duration of the student's time at the school.

4.3 Parents who wish to withhold or subsequently withdraw consent should contact the Head in writing. The School will normally request a meeting to discuss any particular concerns behind such a decision and will respect the wishes of parents where reasonably possible, and in accordance with this policy.

4.4 The School recognises that children have their own rights under the Data Protection Act, including the right to give or withhold consent to use of their personal data, and to be informed about its use, and makes an effort to ensure that:

(a) this policy is drawn to the attention of older students;

(b) students know when and why they are being photographed or filmed by or on behalf of the school; and

(c) any objections to the use of their images are, where appropriate, respected.

4.5 A record of students for whom consent has not been given will be held at each school by the school office and made known to staff.

5 Use of cameras and other filming equipment by parents and visitors

5.1 Parents and visitors must obtain permission from the Head of Bootham Junior School, Helen Todd, before taking images of children in the Junior School.

5.2 Parents and visitors are only permitted to take photographs or to make video recordings for their own personal use. Recording and/or photographing other than for private use would require the consent of the other parents or guardians whose children may be captured on film, without which the Data Protection Act 2018 would be breached. Images which may identify other students should not be made accessible to others via the internet, social media, or published in any other way.

5.3 Parents and visitors may be asked, from time to time, to refrain from taking photographs or recordings of students should the school decide that the taking of such photographs or recordings may compromise the safety and/or welfare of a student or students.

5.4 The School reserves the right to refuse or withdraw permission to film or take photographs (at a specific event or more generally), from any parent who does not follow these guidelines, or is otherwise reasonably felt to be making inappropriate images.

6 Use of cameras and other filming equipment by staff and volunteers

6.1 Staff and volunteers are permitted to take images of students only if such images are for use in contributing to the educational and broader aims of Bootham School. Images should be taken using school equipment but, in exceptional circumstances, where personal equipment is used the images should be loaded onto the school's IT system as soon as possible and deleted from the personal equipment.

6.2 If a member of staff or volunteer takes an image of a student whilst in his/her capacity as an individual, in his/her own time, in the capacity of parent or guardian, or as a parent or guardian of a friend of a student, it is the responsibility of that member of staff or volunteer to ensure that the image is appropriate,

stored properly and does not breach any laws of England and Wales in its content or in the way it is used.

7 Use of cameras and other filming equipment by students

7.1 All students 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 staff.

7.2 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 students in a manner that may offend or cause upset.

7.3 The misuse of cameras or filming equipment in a way that breaches this policy, or the school's Anti-bullying Policy, Data Protection policy, IT Acceptable Use Policy or the School rules is always taken seriously, and may be the subject of disciplinary procedures.

8 Use of student images in School publicity

8.1 Bootham School positively encourages outside interest in its activities. The School uses a wide range of media to create awareness of the School, its aims and objectives amongst past, present and future parents and students, the wider educational establishment and the public at large.

8.2 Photographs, images and other pictorial representations of students and students' activities and expeditions will appear in school publications, displays, web pages, reports, media releases, social media, advertising and public relations materials.

8.3 The School will approve all images used for press and public relations purposes. A member of staff (or authorised adult representative) will be present when an image is taken by the press or broadcast media in relation to an authorised press release or broadcast from the School. All press and broadcast contacts must go via the Director of Marketing and Admissions who will ensure that the images are suitable for purpose and are in accordance with the Quaker values of the School.

9 Use of student images for identification and security

9.1 All students are photographed on entering the school and, thereafter, at regular intervals, for the purposes of internal identification. These photographs identify the student by name, year group, house and form/tutor group.

9.2 CCTV is in use on school premises, and will sometimes capture images of students. Images captured on the School's CCTV system are not routinely monitored but may be viewed by staff where reasonable grounds exist to do so. At the School's discretion, CCTV footage may also be shared with parents for the purpose of clarification.

9.3 The Leadership Meeting, Estates Management, IT staff and Security staff have access to the system. Requests from other staff to view CCTV footage must be approved by a Deputy Head or the Designated Safeguarding Lead.

9.4 Still images may be sent to boarding staff to alert them to people entering or leaving the boarding houses at unexpected times.

9.5 Requests from the police and other agencies to view CCTV records must be made to the Head. Permission will be granted in accordance with the provisions of the Data Protection Act 1998.

9.6 CCTV records are stored securely for up to two months before they are automatically removed.

10 Use of student names

10.1 The School believes that to operate a restrictive policy whereby no student is named is incompatible with its ethos of openness and inclusiveness.

10.2 It is the School's policy to use students' names in the press and other broadcast media, newsletters, magazines, annual reports and other similar publications. These publications may also appear on the School website.

10.3 Students in the junior school will not normally be identified by name. The full names of students in the senior school may be used, although normally only first names will be used where students are identified online.

10.4 Contact details for children will not be given out in connection with any form of pictorial media unless the express permission of parents or guardians of the student has been given to the School in writing. In the case of a student at the senior school, consent will also be obtained from the student.

11 Safeguarding

11.1 The inappropriate taking and use of student and other community images will be taken seriously and with due regard to the School's safeguarding and child protection policies and procedures, the Malicious Communications Act 1988 and the Data Protection Act 1998.

12 Concerns

12.1 Any concerns about inappropriate or intrusive photography should be raised immediately with the event organiser or any member of staff. The Designated Safeguarding Lead should be informed and will consider what further action should be taken.

Note: This policy will be reviewed on an annual basis for matters of fact and process.