



Images of pupils for record keeping and promotional purposes Policy

Updated:	October 2021
Review:	September 2022 or as necessary
Responsible Member of Staff:	Sarah Bisschop, Designated Safeguarding Lead & Deputy Head (Pastoral)
Responsible Governor:	Liz Hungin

A. Purpose

To ensure that the school is operating good practice around the taking and use of images of pupils and is working within the requirements of the Data Protection Act 1998. Under this act, Caldicott must seek parental consent to take photographs and use video recorders to take and use images of pupils.

This policy should be read in conjunction with the On-line Safety policy.

This policy is for the information, advice and guidance of all staff, parents, governors, volunteers and visitors to the school.

B. Context: the uses of images

Children have their photographs taken on school cameras and downloaded onto the school system to provide evidence of their achievements for developmental records (The Early Years Foundation Stage, EYFS 2012). Photographs may be taken during indoor and outdoor play and displayed in albums or a child's development records for children and parent/carers to look through.

We also use anonymous images of pupils for promotional purposes – for example in brochures or on the school website.

C. Practice Guidelines

1. Consent

Parents who accept a place for their child at the school are invited to agree to the school using anonymous photographs and video of their child and information relating to his achievements for promotional purposes, which may be used in school publicity. This forms part of the Parent's Contract.

2. Storage of Images

- i. Photographs will be stored on the Caldicott computer system, which is password protected. If the school ceases to operate, all photographs will be shredded or deleted from the Caldicott system.
- ii. Caldicott's digital camera/s or memory cards must not leave the school premises except for use on outings. Photos are printed in the setting by staff and images are then removed from the camera's memory.

3. Use of personal mobile devices

- i. Staff may only use their phones/personal devices to take photos of school events on the strict understanding that these are downloaded onto the school system (within 24 hours) and deleted off their personal devices, including cloud storage. Staff Phones / personal devices should only be used if the school camera is not available.
- ii. Staff are not permitted to use either their own mobile phones / personal devices for personal use whilst directly supervising children.
- iii. Use of cameras and mobile phones / electronic media are prohibited in the toilets, changing areas, dormitory corridors of the Boarding House and poolside.
- iv. Visitors and volunteers are only permitted to use their own mobile phones in events such as, Sports day, Outings, Christmas and Fundraising Events. This must always be in full view of all attending. Visitors may only use their phones outside the building.

4. Image sharing

- i. Only designated staff can share images/video on social media; other parties must seek explicit permission from parents of the children involved.
- ii. Nobody should take or record any images of Caldicott children for their own records.
- iii. Anyone taking photographs should be alert to the fact that often photographs may contain other children in the background and consideration should be given to these children in the context of this policy.
- iv. Photos posted on social media must not include a child's full name - first name or initials should be used instead.

5. Additional guidance and information for staff

- i. In cases of a personal emergency, all personal calls should be directed through the Caldicott office phone.
- ii. Staff are asked not to make personal calls during teaching time. However, in urgent cases, a call may be made or accepted if deemed necessary and by arrangement with the Headmaster.
- iii. Any non-compliance will be taken seriously, logged and investigated appropriately in line with our disciplinary and On-line safety policy.

6. Reporting on Compliance and Effectiveness

A report on the application of this policy including numbers of any exceptions resulting in disciplinary action will be available from the Deputy Head (Pastoral).