



## **DONHEAD PREPARATORY SCHOOL**

### **POLICY ON TAKING, STORING AND USING IMAGES OF CHILDREN**

At Donhead, we are an open and inclusive community that is very proud of the achievements of all of our pupils in their academic, artistic and sporting endeavours. We celebrate our diversity and give all of our many visitors a warm welcome.

We particularly welcome parents to our concerts, plays and sporting events, as well as to more formal occasions during the school year. The school walls are decorated with examples of pupils' work, team photographs and photographs of trips in which our pupils have participated. Our website is updated regularly, Our Social Media accounts are updated regularly, and all parents are sent the Semper Magis Newsletter in order to keep them fully abreast with the news of our active community.

#### **THE APPLICATION OF DATA PROTECTION LAWS TO TAKING, USING AND STORING IMAGES OF CHILDREN**

Parents who accept a place for their child at Donhead Preparatory School agree to the school using anonymous photographs of their child and information relating to their achievements for promotional purposes, which may be published in the prospectus, social media or on the website, as well as displayed within the premises, and in bulletins sent to the school community. Every term the Headteacher's office sends a survey to parents to update their preferences in terms of their children's images being used or not.

It is the policy of Donhead to use school digital cameras or iPads to take pictures of the children within our care. Personal mobile phones are prohibited from use in all year groups and teaching areas and will not be used in this manner.

Staff are not permitted to use their mobile phones whilst on duty, and if they need to use them in their break time, they must take calls outside of the classroom.

#### **USE OF IMAGES: DISPLAYS ETC**

We will only use images of our pupils for the following purposes:

- Internal displays on conventional notice boards within the school premises.
- New events on our website.
- Marketing the school both digitally by website, by prospectus and other marketing functions and by other means.
- As part of classwork or for assessment purposes e.g., in the Pre-Prep profiles.

#### **USE OF IMAGES: INTERNAL IDENTIFICATION**

Our school photographers supply a photograph of all the children for the purposes of internal identification. They are securely stored in the password-protected area of the school admin database, where access is restricted to academic, pastoral and school office staff.

#### **IMAGES THAT WE USE IN DISPLAYS AND ON OUR WEB SITE**

The images that we use for displays and communications purposes never identify an individual pupil. Instead, they name the event, the term and year that the photograph was taken (for example, 'First XV rugby team, Lent Term 2018'). We only use images of school activities, such as plays, concerts, sporting fixtures, prize-giving, school trips, etc., in their proper context. We never use any image that might embarrass or humiliate a pupil. Pupils are always supervised when professional photographers visit the school. Parents are given the opportunity to purchase copies of these photographs.

## **MEDIA COVERAGE**

We will always notify parents in advance when we expect the press to attend an event in which our pupils are participating and will make every effort to ensure that children whose parents have refused permission for images of their children to be used, are excluded from the photo.

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, including the children of celebrities.

## **STAFF INDUCTION**

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

## **USE OF CAMERAS AND RECORDING EQUIPMENT BY PARENTS**

Parents are welcome to take photographs of their own children taking part in sporting and outdoor events. 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 recording devices with consideration and courtesy for the comfort of others.

We ask parents not to take photographs of other pupils on their own, without the prior agreement of that child's parents.

Parents are asked not to upload recordings or photographs which contain images of other children other than their own children onto social media sites. It should be noted, however, that the school is unable to effectively 'police' such social media and cannot be held responsible for images appearing without parental consent.

There is a prohibition of the taking of pictures by mobile phone, camera or other devices (iPad, etc.) within the EYFS area for meeting compliance with the EYFS framework 2017 – regulation 3.4).

Flash photography can disturb others in the audience, 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. We always print a reminder in the programme of events where issues of copyright apply.

## **TREATING OTHERS WITH RESPECT**

Everyone has a right to feel secure and to be treated with respect, particularly the vulnerable. Harassment and bullying will not be tolerated. Our Anti-Bullying policy is set out on the website. The school is strongly committed to promoting equal opportunities for all, regardless of race, gender, gender orientation or physical disability.

All pupils are encouraged to look after each other, and to report any concerns about the misuse of technology, or a worrying issue to a member of the pastoral staff. The use of cameras or mobile phones is not allowed in washing and changing areas, nor should photography be used in a manner that may offend or cause upset. The misuse of cameras in a way that breaches our Anti-Bullying policy is always taken seriously and may be the subject of disciplinary procedures.