



GENEVA ENGLISH
SCHOOL

TAKING, STORING AND USING IMAGES OF CHILDREN POLICY

THIS POLICY

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

It applies in addition to the School's [Terms and Conditions](#) and any other information the School may provide about a particular use of pupil images, including signage about the use of CCTV and more general information about use of pupils' personal data, (see the School's [CCTV Policy](#) and [Privacy Notices](#)). The safe and appropriate use of images of pupils is also dealt with in the School's [Acceptable Use of ICT Policies](#) and in the [Safeguarding and Child Protection Policy](#)).

GENERAL POINTS

Certain uses of images are necessary for the ordinary running of the School; other uses are in the legitimate interests of the School and its community and unlikely to cause any negative impact on children. The School is entitled lawfully to process such images and take decisions about how to use them, subject to any reasonable objections raised.

We hope parents will feel able to support the School in using pupil images to celebrate the achievements of pupils, to promote the work of the School and for important administrative purposes such as identification and security.

Any parent who wishes to limit the use of images of a pupil for whom they are responsible should contact the Head in writing. The School will respect the wishes of parents/carers (and indeed pupils themselves) wherever reasonably possible, and in accordance with this policy. Please note that limiting the use of a child's images might restrict their participation in some activities and events that are normally photographed or videoed.

Parents should be aware that, from around the age of 12, the law recognises pupils' own rights to have a say in how their personal information is used, including images.

USE OF IMAGES OF PUPILS IN SCHOOL PUBLICATIONS

Unless the relevant pupil or his or her parent has requested otherwise, the School will use images of its pupils to keep the school community updated on the activities of the School, and for marketing and promotional purposes, including:

- on internal displays (including clips of moving images) on digital and conventional notice boards within the school premises;
- in communications with the school community (parents, pupils, staff, governors and alumni) including by email and by post;
- on the School's website and, where appropriate, via the School's social media channels, e.g. Facebook. Such images will not be accompanied by the pupils' name and, if off-site, the location of the children will not be disclosed (see also our Safeguarding and Child Protection Policy); and
- in the School's Annual Review, and in online, press and other external advertisements for the School. Such external advertising would not normally include pupil's names and in some circumstances the School will seek the parent and/or pupil's specific consent, depending on the nature of the image or the use (see below).

The source of these images will predominantly be the School's staff, who are subject to policies and rules regarding how and when to take such images, or a professional photographer used for marketing and promotional purposes, or occasionally pupils. The School will only use images of pupils in suitable dress and the images will be stored securely and centrally.

Whenever the School deems the planned use of a pupil's image to be more intrusive or surprising, we will seek written consent from the parent and/or pupil before publishing. For example, we will normally do this before using the image of a pupil on a website or in other public media, especially if the pupil is featured prominently. We will always seek consent before naming the pupil together with the image.

Where children from other schools are included incidentally in images of pupils at GES, we will normally check with the other school before using or publishing them.

USE OF PUPIL IMAGES FOR IDENTIFICATION AND SECURITY

All pupils are photographed on entering the School and, thereafter, at yearly intervals, for the purposes of internal identification. These photographs identify the pupil by name, year group, house and class/tutor group.

CCTV is in use on school premises, and will sometimes capture images of pupils. Images captured on the School's CCTV system are used in accordance with the School's [Privacy Notices](#) and [CCTV Policy](#).

USE OF PUPIL IMAGES IN THE MEDIA

Where possible, the School will notify parents in advance when the media is expected to attend an event or school activity in which pupils are participating, and will make every reasonable effort to ensure that any pupil whose parent or carer has refused permission for images of that pupil, or themselves, to be made in these circumstances are not photographed or filmed by the media, nor such images provided for media purposes.

The media may ask for the names of the relevant pupils to go alongside the images. These will be provided only where parents have been informed about the media's visit and either parent or pupil has consented as appropriate.

SECURITY OF PUPIL IMAGES

Professional photographers and the media are accompanied at all times by a member of staff when on school premises. The School uses only reputable professional photographers and makes every effort to ensure that any images of pupils are held by them securely, responsibly and in accordance with the School's instructions.

The School takes appropriate technical and organisational security measures to ensure that images of pupils held by the School are kept securely on school systems, and protected from loss or misuse. The School will take reasonable steps to ensure that members of staff only have access to images of pupils held by the School where it is necessary for them to do so.

All staff are given guidance on this policy School's policy and on the importance of ensuring that images of pupils are made and used responsibly, only for school purposes, and in accordance with school policies and the law.

USE OF CAMERAS AND FILMING EQUIPMENT (INCLUDING MOBILE PHONES) BY PARENTS

Parents, guardians or close family members (hereafter, parents) are welcome to take photographs of (and where appropriate, film) their own children taking part in school events, subject to the following guidelines, which the School expects all parents to follow:

- 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 filming devices with consideration and courtesy for cast members or performers on stage and the comfort of others. Flash photography can disturb others in the audience, or even cause distress for those with medical conditions. The School therefore asks that flash photography is not used at indoor events.
- Parents are asked not to take photographs of other pupils, except incidentally as part of a group shot, without the prior agreement of those pupils' parents.
- Parents are reminded that such images are for personal use only. Images that may, expressly or not, identify other pupils should not be made accessible to others via the Internet (for example on Facebook), or published in any other way.
- Parents are reminded that copyright issues may prevent the School from permitting the filming or recording of some plays and concerts. The School will always print a reminder in the programme of events where issues of copyright apply.
- Parents may not film or take photographs in changing rooms or backstage during school productions, nor in any other circumstances in which photography or filming may embarrass or upset pupils.

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.

The School sometimes records plays and concerts professionally, or engages a professional photographer or film company to do so, in which case CD, DVD or digital copies may be made available to parents for purchase. Parents of pupils taking part in such plays and concerts will be consulted if it is intended to make such recordings available more widely.

USE OF CAMERAS AND FILMING EQUIPMENT BY PUPILS

- Pupils should not use any digital device to take pictures in school unless they have permission from a member of staff.
- Pupils must not take or distribute images of anyone without their permission and not take any images that might offend or cause upset.
- The use of cameras or filming equipment, including on mobile phones, in toilets, washing or changing areas is prohibited.
- Pupils are encouraged to report any concerns about the misuse of technology, or any worrying issues to a member of staff.

BREACHES OF THIS POLICY

The misuse of images, cameras or filming equipment in a way that breaches this policy, or the School's Anti-Bullying Policy, Data Protection Policy, e-Safety Policy, IT Acceptable Use Policies, Safeguarding and Child Protection Policy or the School Rules/Pupil Code of Conduct is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.

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