



KING EDWARD VI
HIGH SCHOOL FOR GIRLS

King Edward VI High School for Girls IMAGES POLICY

Committee	N/A
Policy Type	School
Policy Owner	Senior Deputy Head
Statutory	No
Published on website	Yes
Last review date	09/2024
Next review date	07/2024
Review Cycle	Annual
Expiry date	N/A
Version	1.2

King Edward VI High School for Girls IMAGES POLICY

POLICY ON THE TAKING, STORING AND USE OF IMAGES OF PUPILS

At KEHS we are an open and inclusive community that is very proud of all the achievements of all of our pupils in their academic and co-curricular 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 and expeditions in which our pupils have participated. We make full use of electronic screens inside the school to enhance our displays. Our website is updated regularly, and all parents are sent newsletters 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 daughter at KEHS are invited to agree to the school using photographs and videos of their child, and information relating to her achievements, for promotional purposes, which may be published in the prospectus or on the website and school social media accounts, as well as displayed within the premises, and in bulletins sent to the school community. The consent form that we use for this purpose is attached at Annex A. (Full details of the school's Data Protection Policy are available on the website. The Foundation of Schools of King Edward VI in Birmingham also has policies on Privacy and GDPR, which can be found [here](#))

Parents should note that where the pupil is of sufficient maturity and understanding, the relevant consent for the use of images in accordance with this policy will be that of the pupil. Parents should note that the school is required to record some public examination related activities. Parents will always be consulted where there are inconsistencies in the consent obtained from the parents and that from the pupil.

USE OF IMAGES & VIDEOS

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

- Internal displays (including clips of moving images) on digital and conventional notice boards within the school premises
- Communications with the school community and Foundation (parents, girls, staff, Governors and alumnae) via the school's website, including live streaming of some school performances (which requires a username and password)
- Marketing the school and Foundation both online and offline, by prospectus, by displays at local Junior Schools and other marketing events, by printed publications, and by other means, including School and Foundation social media accounts and websites

USE OF IMAGES: INTERNAL IDENTIFICATION & WHOLE SCHOOL PHOTOGRAPH

All pupils are photographed on entering the school, by a professional photographer, and, thereafter, at yearly intervals, for the purposes of internal identification.

These passport-sized photographs identify the pupil by:

- Name
- Year group and form group

They are stored in the password-protected area of the School Information Management System. All parents are given a proof copy of their child's photograph; additional copies of their daughter's image may be purchased through the professional photographer's website.

A whole school photograph is taken every five years. The date set for the photograph is always communicated in advance to parents. Please contact the school if you are unable to give your permission for your daughter to participate in the whole school photograph.

IMAGE STORAGE AND REMOVAL

Photos and videos obtained by the school will not be kept for longer than necessary in accordance with the Data Protection Policy and Data Processing Procedures.

Photos and videos libraries will be stored securely, and access will be restricted to authorised staff members and, in rare circumstances approved third party suppliers who are working with our Marketing and Communications Department e.g. a design agency.

Photos and videos with historical significance for the school may be retained indefinitely in the school's archives. This is allowed under GDPR, which recognises the public interest in preserving historical records.

MEDIA COVERAGE

We will notify parents in advance when the press are expected to attend to attend an event in which our pupils are participating and will make every effort to ensure that pupils whose parents or carers have refused permission for images of their children to be used are excluded from image taking.

We will always complain to the Independent Press Standards Organisation (IPSO) 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 support 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 AND GUARDIANS

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 not take their own images or recordings of the event; the school will engage professional photographers and images will be shared after the event with parents.

Parents should always 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 any pupil other than their own child without the prior agreement of the other child's parents. We ask that flash photography is not used at indoor events as it can disturb others.

Parents should be reminded that whilst it is permissible under the Data Protection Act 1998 to take photographs for personal use, publication of such images (including on personal social networking sites even where access to the image may be limited) may be unlawful.

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. Our Anti-Bullying Policy is available on the school website. The school is strongly committed to promoting equal opportunities for all.

All girls are encouraged to look after each other, and to report any concerns to a member of staff. The use of cameras on mobile phones is not allowed without the prior consent of a member of staff. The misuse of cameras is always taken seriously and may be the subject of disciplinary procedures. See also the school's policy on Pupils' Acceptable Use of ICT, Mobile Phones and Electronic Devices.

ANNEX A: KEHS IMAGES CONSENT FORM



KEHS Photo Consent Form

At KEHS we sometimes wish to take photographs or videos of girls for a variety of reasons such as for school display boards, the school and Foundation websites, school and Foundation social media accounts, school brochures or press coverage of achievements.

Listed below are the types of images or videos that we may wish to take of your daughter during her school career:

- Individual/group/whole school photographs for display in classrooms and other areas around the school.
- Photographs or videos of school events (e.g. educational visits, dance, drama and music performances).
- Photographs or videos of achievements and School/ Foundation events, for School and Foundation websites and social media accounts
- Press photos (of awards ceremonies, individual achievers, school events, etc.) which may appear with full names in local press and media provided that parents give permission for this at that time.
- Individual professional photo portraits and the five yearly whole school photograph, offered for sale to the student's parents.
- General photographs or videos of girls working in classrooms or around the school for our archives (which could be published at some time in the future as a record of an era).

Please read the list carefully and complete and return this form to school to give or withhold your consent.

If you revise your decision during your daughter's time in school, please notify us in writing.

I do/ do not give permission for images and videos of my daughter to be taken as stated in this policy.

Pupil name:

Year group:

Parent/Carer signature: _____ **Date:** _____

