



Pownall Hall School

Pownall Hall School is committed to co-education and aims to provide a caring, disciplined, safe and secure family environment, where all pupils are enabled and encouraged to maximise on their academic, sporting, musical and creative potential.

The School aims to instil traditional values of courtesy, good manners, mutual respect, tolerance and compassion in its pupils and help them develop self-discipline and good working habits for the future. The all-round personal development of each and every pupil lies at its heart.

F 3e - POLICY ON THE TAKING, STORING AND USING OF IMAGES OF CHILDREN

1. Introduction

Pownall Hall School is 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 our many visitors a warm welcome.

As you know, at Pownall Hall School we celebrate school life. 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 notice boards and screens inside the school to enhance our displays. Our website and on our social media pages, including Instagram, Facebook and Twitter are updated regularly, and all parents are sent our weekly newsletter in order to keep them fully abreast with the news of our active community.

From time to time we will send images to local media or our school may be visited by the media who will take their own photographs or film footage. Pupils may appear in these images and they may be used in local and sometimes national media or on televised news programmes or on their website e.g. MEN, Manchester Weekly News, Cheshire Life, Living Edge magazine. When we submit images to the local media or they take their own, we have no control on how, when or where they will be used.

We do however take the protection of our students very seriously and are very careful how we use these images online, especially on social media. Part of this protection is having parental consent for the usage of these images.

2. The application of the data protection legislation to taking, using and storing images of children

Parents who accept a place for their child at the school are invited to agree to the school using anonymous photographs of their child and information relating to his or her achievements for promotional purposes, which may be published in the prospectus or on the website, as well as displayed within the premises, in bulletins sent to the school community and in the press. The consent form that we use for this purpose is attached at Annex A. (Full details of the school's Data Protection Policy and of its Records Keeping Policy are available on request).

3. Use of images

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

- internal displays on notice boards and screens within the school premises,
- communications with the school community (parents, pupils, staff, governors and alumni),
- marketing the school both digitally by the website, by prospectus, by social media, by displays at educational fairs and other marketing functions, by advertising and features in the press (where permission is given).

The images that we use for displays and communications purposes never identify an individual pupil. Instead, they name the event, the term and year when the photograph was taken (for example, "Under 11 Football 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 properly supervised when professional photographers visit the school. Parents are given the opportunity to purchase copies of these photographs as appropriate.

4. Storage and Review

Our images are secured either in locked filing cabinets or in a password-protected section of the school's database. We will take reasonable steps to destroy or erase from our database all images that we no longer require. Images on staff i-pads or other handheld devices are reviewed termly and are deleted when no longer required.

We have a procedure in place for regularly checking and updating our website in every school holiday period, when the expired material is deleted. We follow BECTA guidance on e-safety.

5. Media Coverage

When we expect the press to attend an event in which our pupils are participating, we will make every effort to ensure that children, whose parents or guardians have refused permission for images of their children to be used, are excluded from any photographic session.

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.

6. Staff Induction

All new teaching and office staff are given guidance on the school's policy on taking, using and storing images of children. Any devices such as camera phones, digital cameras or camcorders that are used to take photos should either be the property of the school or should be registered with the school, for safeguarding and inspection purposes.

7. Use of cameras and recording equipment by parents and guardians

Any devices such as camera phones, digital cameras or camcorders that are used to take photos should either be the property of the school, or should be registered with the school, for safeguarding and inspection purposes.

Pictures at sporting events, concerts and other school performances must only be taken with a device that is registered to the school.

Images that are taken with a registered device will be shared with the parents in a secure way.

We request that mobiles belonging to visitors are switched off and secured securely in the locker provided next to the signing in book.

8. 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 available to parents by request. The school is strongly committed to promoting equal opportunities for all, regardless of race, gender, 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 senior member of staff

Pupils are not allowed to have mobile phones in School, except with the express permission of the Headmaster.

Our staff are not allowed to take images of children on their personal cameras or mobile phones at any time.

A school camera is available for recording activities and observations for school purposes, for example in the EYFS, on educational visits and on active pursuits.

Monitoring and Review

This policy will be monitored by the Headmaster (SDP) and the Sub-Committee for Safeguarding and will be reviewed annually

Approved:

Date:

Mrs. Eileen MacAulay

November 2019

Review Date: November 2020

Date	Version No	Who By	Amendments
November 2009	V1		In line with current legislation
January 2010	V2		In line with current legislation
December 2010	V3		In line with current legislation
November 2011	V4		In line with current legislation
November 2012	V5		In line with current legislation
November 2013	V6		In line with current legislation
November 2014	V7		In line with current legislation
November 2015	V8		In line with current legislation
November 2016	V9		In line with current legislation
November 2017	V10		In line with current legislation
November 2018	V11		In line with current legislation
November 2019	V12	EM/LW	In line with new data protection legislation and update consent form

References:

- A. "Nativity Plays and Taking Photographs of Children" An article by Veale Wasbrough that first appeared in ISBA Bulletin 7/2006.
- B. "Using Images & Video Safely on School Websites," BECTA guidance (<http://schools.becta.org.uk>)
- C. "Schools and Children" and "Editor's Code of Practice" PCC codes of Practice (www.pcc.org.uk)
- D. "Data Protection Good Practice Note: Taking Photographs in Schools" ICO Guidance of October 2007 (www.ico.gov.uk)
- E. IAPS – "Guidance: Taking photos in schools" 2016
- F. Data Protection Toolkit For Schools, DFE, August 2018

Consent form for taking and using photographs of students

Please complete the attached form in order to tell us your preferences.

If at any time you wish to change your preferences or withdraw your consent, please contact the School Office in writing or by email.

Conditions of use:

- The images we take will be of activities that show the school and children in a positive light;
- Embarrassing or distressing images will not be used. Images will not be associated with negative or sensitive issues;
- We may use group or class photographs or footage with very general labels e.g. 'science lesson';
- We will only use images of pupils who are suitably dressed;
- We will make every effort to ensure that we do not allow images to be taken of any children for whom we do not have permission or who are 'at risk' or disallowed from having their photographs taken for legal or social reasons; and
- We will take all reasonable measures to ensure the images are used solely for the purposes for which they are intended. However, we cannot guarantee this and take no responsibility for the way images are used by other websites or publishers or for any consequences arising from publication.

CONSENT FORM FOR PHOTOGRAPHY AND USE OF IMAGES OR RECORDINGS OF CHILDREN

Name of child:

At Pownall Hall School, we occasionally film our classes and take photographs of pupils during the day. Please give your permission for us to use photographs / images of your child in the declarations below.

A separate form should be completed for each child attending Pownall Hall School.

We / I have read the School's Policy on Taking, Storing and Using images of Children document and we / I agree that we / I:

consent for the School to take photographs of our/my child	YES / NO (please indicate)
consent for images of our/my child to be used in school newsletters	YES / NO (please indicate)
consent for images of our/my child to be used on the school website	YES / NO (please indicate)
consent for images of our/my child to be used on displays around School	YES / NO (please indicate)
consent for images of our/my child to be used in the school prospectus and other promotional materials e.g. leaflets, banners, posters and brochures.	YES / NO (please indicate)
consent for images of our/my child to be used on social media sites such as Twitter, Facebook and Instagram and that once images are published online, these are available around the world	YES / NO (please indicate)
consent for images of our/my child to be used in advertising in newspapers and other media	YES / NO (please indicate)
consent for images of our/my child to be used in promotional materials to show the history of the School	YES / NO (please indicate)

We/I consent to our / my child(ren) images being used by the School as set out above. This form is valid for the period your child attends this school.

Images of your child may occasionally be used after this time. Please write to or email the school if you wish to withdraw consent at any time.

We / I understand that the School will always try to contact us in advance when a visit by the media is expected.

We / I understand that we / I may revoke or amend this consent at any time by giving written notice to the School.

We / I agree to adhere to the School's guidelines for the private use of cameras and recording equipment.

Signed (Parent or Guardian): _____
Print Name: _____ Date: _____