



AMESBURY SCHOOL  
HINDHEAD

**AMESBURY SCHOOL  
TAKING, STORING AND USING IMAGES  
OF CHILDREN POLICY**

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## **1 THIS POLICY**

- 1.1 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 Amesbury ("the 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.
- 1.2 It applies in addition to the school's terms and conditions and any other information the school may provide about a particular use of images of pupils. Images of pupils in a safeguarding context are dealt with under the school's relevant safeguarding policy found on our website.
- 1.3 It covers all pupils from babies age 9 months to Year 8.

## **2 GENERAL POINTS TO BE AWARE OF**

- 2.1 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.
- 2.2 Parents who accept a place for their child at the school are invited to agree to the school using images of him/her as set out in this policy, by signing a copy of the 'Taking, Storing and Using Images of Children Policy'.
- 2.3 We hope parents will feel able to support the school in using pupil images to celebrate the achievements of pupils, sporting and academic; to promote the work of the school; and for important administrative purposes such as identification and security.
- 2.4 Any parent who wishes to limit the use of images of a pupil for whom they are responsible should clearly indicate this preference on the 'Taking, Storing and Using Images of Children Consent Form', or contact Gilly Heel [g.heel@amesburyschool.co.uk](mailto:g.heel@amesburyschool.co.uk) if you wish for your decision to be changed. The School will respect the wishes of parents/carers (and indeed pupils themselves) wherever reasonably possible, and in accordance with this policy.
- 2.5 Parents should be aware that, from around the age of 12 and upwards, the law recognises pupils' own rights to have a say in how their personal information is used – including images. Amesbury does not currently request photo consent permission directly from Year 7 and 8 pupils, we defer to parental choice.
- 2.6 No photography or filming of another pupil can take place without the knowledge or permission of another person – pupil or member of staff.

### **3 USE OF PUPIL IMAGES**

- 3.1 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:
- 3.2 On internal displays (including clips of moving images) on digital and conventional notice boards within the school premises;
- 3.3 In communications with the school community (parents, pupils, staff, Governors and alumni) including by email, electronic newsletter, on the secure section of the school website and by post;
- 3.4 On the school's website and, where appropriate, via the school's social media channels, e.g. Instagram, YouTube and Facebook. Such images would not be accompanied by the pupil's full name, i.e. making a family identifiable or without permission and where possible, any comments made on images / videos will be approved by a member of the school marketing team prior to being displayed;
- 3.5 In the school's marketing materials such as parent handbook, and 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 or pupil's specific consent, depending on the nature of the image or the use.
- 3.6 The source of these images will predominantly be the school's staff (who are subject to policies and rules on 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.

### **4 USE OF PUPIL IMAGES FOR IDENTIFICATION AND SECURITY**

- 4.1 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 form/tutor group.
- 4.2 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 CCTV Policy which can be found on the school website.

### **5 USE OF PUPIL IMAGES IN THE MEDIA**

- 5.1 Where practicably possible, the school will always notify parents in advance when the media is expected to attend an event in which school pupils are participating. We will make every reasonable effort to ensure that any pupil without photo consent is not photographed or filmed by the media, nor such images provided for media purposes.

- 5.2 The media often asks for the names of the relevant pupils to go alongside the images, and these will only be provided where parents have been informed about the media's visit and either parent or pupil has consented as appropriate.

## **6 SECURITY OF PUPIL IMAGES**

- 6.1 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.
- 6.2 The school also currently has a designated school photographer on staff who adheres to all guidelines contained within this policy. From September 2024 images will be taken only on designated school phones by a range of staff. No other devices will be used.
- 6.3 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.
- 6.4 All staff are given guidance on the school's Policy on Taking, Storing and Using Images of Children, 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.
- 6.5 Staff personal mobile phones and other personal devices may only be used for legitimate educational purposes or in the event of an emergency (e.g. House points, O365 Applications, calling the medical centre). Under no circumstances should personal devices be used to photograph or film pupils. The school provides devices for staff to use where there is a requirement to film or photograph children, e.g. for a learning journal. Personal devices may be used by staff on the school site for non-school related purposes only when pupils are not present (i.e. in Common Room or in empty classroom). There are a very limited permitted number of staff with permission to take images on their mobile phones during trips, any images are then emailed and deleted, all whilst being witnessed.
- 6.6 Images taken by staff by devices that then store images to the cloud will also be subject to periodic deletion from the cloud.

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

- 7.1 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:
- 7.2 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 it is not used at indoor events.

- 7.3 Parents are asked not to take photographs of other pupils, except incidentally as part of a group shot, without the prior agreement of that pupil's parents.
- 7.4 Parents are reminded that such images are for personal use only. Images which 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.
- 7.5 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.
- 7.6 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.
- 7.7 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.
- 7.8 The school sometimes records plays and concerts professionally (or engages a professional photographer or film company to do so), in which case digital copies may be made available to parents. Parents of pupils taking part in such plays and concerts will be consulted if it is intended to make such recordings available more widely.
- 7.9 If parents wish to send in photographs or film to be used in marketing material that they have captured for personal use, these should be sent directly to [marketing@amesburyschool.co.uk](mailto:marketing@amesburyschool.co.uk) Unfortunately we are unable to accept material via WhatsApp or text message.

## **8 USE OF CAMERAS AND FILMING EQUIPMENT BY PUPILS**

- 8.1 All pupils are encouraged to look after each other, and to report any concerns about the misuse of technology, or any worrying issues to a member of the pastoral staff.
- 8.2 The use of cameras or filming equipment (including on mobile phones) is not allowed in toilets, washing or changing areas. Nor should photography or filming equipment be used by pupils in a manner that may offend or cause upset.
- 8.3 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 for Pupils, Parents and Carers, eSafety Policy, IT Acceptable Use Policy for Pupils, Safeguarding Policy or the School Rules 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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## 9 SOCIAL MEDIA GUIDELINES

### 9.1 INTRODUCTION

Social media is used in conjunction with Amesbury's website and is a fantastic medium to recognise and acknowledge our pupil's achievements. Amesbury uses social media as a way to update parents and to market the school to prospective parents.

The social media sites used are:

- Facebook – 'AmesburySchoolHindhead'
- YouTube 'Amesbury2720'
- Instagram – 'amesburyschool'

Please note: Important information regarding school trips, e.g. travel times, delays or arrival details will be shared by the secure system directly to your mobile phones/email - NOT through any social media site.

### 9.2 FACEBOOK

Amesbury has a general Facebook account, which is accessible to anyone. Facebook is a helpful tool to share information about the great work the children at Amesbury are doing. Parents can see what children have done throughout the week and opens up further discussions at home about what life at Amesbury is like for the children. This information can also be shared with family and friends, reinforcing the hard work Amesburians do. It is also a fantastic way for prospective parents to see the great work done at Amesbury.

As this is an open page, no children's names will be referenced on the site by Amesbury. Anyone can follow, like or share our Facebook page.

Our Facebook page names are 'AmesburySchoolHindhead', and 'LittleAmesbury'. If any user finds anything concerning or upsetting, please notify [marketing@amesburyschool.co.uk](mailto:marketing@amesburyschool.co.uk) who will take action accordingly.

### 9.3 INSTAGRAM

Amesbury's Instagram account is 'amesburyschool'. Appropriate photos will be shared in the same way as Facebook.

### 9.4 YOUTUBE

YouTube is used by Amesbury from time to time to showcase some of the great work the Performing Arts students produce. Any videos of children will be sent to parents first for approval and a link will be available on the school website.

We also operate LinkedIn and Old Amesburian channels more selectively.