



Felsted

TAKING, STORING AND USING IMAGES POLICY

**COVERING BOTH SCHOOLS
INCLUDING EYFS AND BOARDING**

Governors' Committee normally reviewing:	Governance Committee
Date last formally approved by the Governors:	Summer 2018
Date policy became effective:	Summer 2018

Period of Review:	2 Yearly
Next Review Date:	Summer 2020

Person responsible for implementation and monitoring:	Heads
Other relevant policies:	Data Protection Policy Privacy Notice for Pupils Privacy Notice for Parents Safeguarding (Child Protection and Staff Behaviour) Policy E-Safety and Computer Usage Policy Social Media Policy

The following Policy encompasses the Aims and Ethos of the Preparatory School and the Senior School

**Mr Simon James
Head, Preparatory School**

**Mr Chris Townsend
Head, Senior School**

[Aims and Ethos](#)

SAFEGUARDING STATEMENT

Felsted is committed to maintaining a safe and secure environment for all pupils and a 'culture of vigilance' to safeguard and protect all in its care, and to all aspects of its 'Safeguarding (Child Protection and Staff Behaviour) Policy'.

EQUAL OPPORTUNITIES STATEMENT

The aims of the School and the principles of excellent pastoral care will be applied to all children irrespective of their race, sex, disability, religion or belief, sexual orientation, gender reassignment or pregnancy or maternity; equally these characteristics will be recognised and respected, and the School will aim to provide a positive culture of tolerance, equality and mutual respect.

1. 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 Felsted School ("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.
- Additional arrangements are in place for Stewart House, see Appendix 1.
- It applies in addition to the Felsted Parent Agreement 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 in the School's Privacy Notice's. Images of pupils in a safeguarding context are dealt with under the School's Safeguarding (Child Protection and Staff Behaviour) Policy.

2. General points to be aware of

- 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.
- Where images are used for the benefit and enhancement of the pupils education this will fall within the category of legitimate interest. For example, the analysis of pupils sports performance.
- Parents who accept a place for their child at the Prep School and pupils who join the Senior School are invited to agree to the School using images as set out in this policy, via the form included within the School's Data Collection Form and from time to time if a particular use of the pupil's image or more personal information to accompany the image is requested. Parents and Senior School pupils should be aware of the fact that certain uses of images may be necessary or unavoidable for example if they are included incidentally in CCTV or a photograph.
- We hope parents and pupils will feel able to support the School in using pupil images to celebrate the achievements of pupils, including academic and co-curricular activity; 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:
Marketing Department
Felsted School
Felsted
Essex
CM6 3LL
Email: marketing@felsted.org
- The School will respect the wishes of parents/carers and pupils themselves wherever reasonably possible, and in accordance with this policy.
- Parents should be aware that, from around the age of 13 and upwards, the law recognises pupils' own rights to have a say in how their personal information is used, including images.

3. Use of Pupil Images

Legitimate Interest

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 some 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 within the School community (parents, pupils, staff, Governors and alumni) including the School Newsletter and communications by email and by post;

Consent

Parents of pupils or pupils themselves, dependent on the pupils age, will be asked to consent to the use of pupil images, still and film, for the purposes of promotion and publicity, including website, social media and press by Felsted School and associations the School is a member of, including the Independent Association of Prep Schools (IAPS), the Headmasters' and Headmistresses' Conference (HMC) and the Independent Schools Council (ISC).

The use of pupils images may be still and film, and used for the purposes of online publicity, including on the School's website, via the school's social media channels such as Twitter, Instagram, You Tube, LinkedIn and Facebook, in the school's prospectus, online, press and other external advertisements for the school:

- For pupils in the Prep School permission will be sought from the pupils parents for the duration of the pupils time in the Prep School and for a period of time after leaving the School, with the opportunity to withdraw the consent at any time.
- For Pupils in the Senior School, these pupils are deemed of the age appropriate to provide their own consent and will be asked to do so for the duration of their time at the Senior School and for a period of time after leaving the School, with the opportunity to withdraw the consent at any time. In the event a Senior School pupil is not deemed to have the maturity to provide their own consent, this will be sought from their parents.
- For pupils attending the Summer School and/or Holidays Courses, permission will be sought from the attendees or their parents, dependent on the age of those attending.

The source of images will predominantly be the School's staff or a professional contracted photographer used for marketing and promotional purposes who are subject to policies and rules in how and when to take such images, or occasionally pupils.

The School will only use images of pupils in suitable dress.

For children at the Prep School, standard practice is to only publish the first name and initial of surname, unless permission has been given by parents for the full name to be used. For Senior School pupils the first and surname may be used but no further personal details provided. Additional pupil or parent permission is sought to publish, if requested by the press, the age of the pupil and/or their home town/area or any other information that we deem to be more privacy intrusive.

Parents are able to access photographs taken by the School for personal use. The photos are made available via a Google photo gallery, available in the parent area of the Management Information System (MIS). Parents are advised the following:

Parents are reminded that these images are for personal use only. Images which may identify other pupils should not be made accessible to others via the internet (for example on Facebook), or published in any other way.

4. Use of Pupil Images for Identification and Security

All pupils are photographed on entering the School and, thereafter, at appropriate intervals, for the purposes of internal identification. These photographs identify the pupil by name, year group, house and form/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 Information Commissioner's Office (ICO) Code of Practice.

5. Use of Pupil Images in the Media

Where practicably possible, the School will always notify parents in advance when the media is expected to attend an event or school activity in which school 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 often asks for the names of the relevant pupils to go alongside the images, and these will 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

The media are accompanied at all times by a member of staff when on school premises. The School has contact agreements in place with named professional photographers and the relevant recruitment checks have been carried out.

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 the School's Policy on Taking, Storing and Using Images of Pupils, 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.

7. Use of Cameras and Filming Equipment (including mobile phones) by Parents (excluding Stewart House)

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 it 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 that pupil's parents.

- 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.
- 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 DVD or access to digital copies may be made available to parents for purchase and bite size clips are available on the School website. Parents of pupils taking part in such plays and concerts will be consulted if it is intended to make such recordings available more widely.

8. Use of Cameras and Filming Equipment by Pupils

- 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.
- 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.
- The misuse of images, cameras or filming equipment in a way that breaches this Policy, or the school's Safeguarding (Child Protection and Staff Behaviour) Policy, E-Safety and Computer Usage Policy, Social Media Policy, Privacy Notice's, Pastoral Care Plan including Anti-Bullying and the Behaviour and Discipline Policy (Prep), Behaviour Policy (Senior) or Anti-Bullying Policy (Senior), is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.

Appendix 1

Stewart House Mobile Phone and Camera Policy

This policy should be read in conjunction with the School Safeguarding (Child Protection and Staff Behaviour) Policy, Anti-Bullying Policy, E-safety and Computer Usage Policy and Staff Behaviour Policy.

Personal Mobile Phones

- Staff, Volunteers and Visitors must not use a personal mobile phone or use its camera facility (for any purpose) in Stewart House, the swimming pool or changing areas, when walking around the School site outside the Stewart House area or on school trips, **at any time when children are present** as this department includes EYFS children.
- Personal mobile phones, cameras or video recorders must not be used to record classroom activities - Only school equipment should be used.
- Stewart House staff should share the direct line to the Stewart House office with immediate family and people who may need to contact them in an emergency.
- In the event of an emergency, the office phone or personal phones may be used in the designated staffroom or staff areas.
- If an adult (staff, volunteers or visitor) is seen to be using their personal mobile phone when children are present, they will be asked to stop and reported to the Head of Phase.
- Staff are permitted to use their mobile phone to make appointments or private calls in the staff designated areas where no children are present. Once children have left the classroom areas after clubs finish at 4:30pm, staff may use their personal mobile in their classroom.
- When leaving the School site to walk to swimming, Forest School sessions or on an outing, staff must take a School mobile phone with them and not use their personal phone. These will be stored securely in the Stewart House office. Phones must be returned to the Stewart House office on return to school to ensure they are safely stored and charged.
- PE department staff have access to a School phone in Roed Hall.

Cameras and Videos

- Camera and video use is monitored by the Head of Stewart House and EYFS Lead.
- Members of staff must not bring their personal camera or video recorders into the setting.
- Photographs or recordings of children should be taken on devices, belonging to Felsted School. All devices must stay in school at all times.
- Photographs and recordings of the children are only taken if there is written consent from parents/carers as recorded on the admission consent form. This includes permission for photographs being used for promotional material.
- Photographs and recordings of the children are only taken to evidence learning, development, for displays or performances within the setting.
- In the case of school productions including sports day, parents/carers are not permitted to take photographs/video footage of their own child. Most Pre-Prep events will be videoed / photographed by School staff or a designated photographer and then made available to parents. We strongly advise against the publication of any such photographs on social networking sites and parent photos/ videos including children other than their own must not be added to social media.
- Anyone using a personal mobile phone to take photographs at any time, will be asked to delete the images, refrain from taking further photographs and reported to the Head of Phase.
- Images and recordings used for School social media must be taken using a School device and names of individuals will not be used alongside an image.

Storage of personal devices on School premises

During contact time with children, all mobile phones must be stored securely out of reach within the setting either in staff storage or designated areas.

Visitors, parents and volunteers will be given information regarding this policy and asked not to use their phone or camera and to store away out of sight.

Appendix 2

Photography & Video Procedures for Staff and Contractors (formerly the Photography Policy)

Felsted's aims to capture key photography and video footage across the school year as a record for both the School and for Felsted families.

The responsibility for capturing key photography and video at specific planned events will be shared between Felsted Marketing and the Felsted School Photography Club, run by Meredith Atkinson Wood. These events have been agreed by the Headmasters and parties involved and are noted in appendix 1.

For those events or activities that fall outside of those noted in appendix 1, photography and video becomes the responsibility of the person running that particular event or activity. Recording Felsted activities is a shared responsibility by all those who work at Felsted and all staff are encouraged to share photos and videos of events they run with the wider community via channels such as the weekly newsletter. If the event requires a more professional approach please advise the Marketing Department who may be able to support you.

Photos and Videos can be taken via the following routes:

1. **Phones and other devices:** School devices should be used wherever possible. If a personal/professional device has been used, photos and video must be deleted as soon as possible, once downloaded to the school network, according to Social Media Policy.
2. **Cameras:** School cameras and video recorders are available and can be borrowed from The School Photography Club Coordinator (MAW). If a personal/professional device is used footage must be deleted as soon as possible, once downloaded to the school network according to social media policy.
3. **Book a professional photographer/videographer:** Please advise the Marketing Department who have a list of professionals who might be available to record your event. These professionals have all signed contracts with the school and have been security checked. The School will endeavour to own the copyright of the images taken. The costs will be charged to your event budget so should only be used for events where budget allows.
4. **Permissions:** Photographs/video of pupils must only be taken, stored and/or published where there is written consent of parents / carers to do so. The Marketing Department can advise on the details of any pupils where this permission has not been granted.

Photo/Video Sharing:

- All footage should be shared with the Marketing Department via Google Drive (marketing@felsted.org) as soon as possible post an event. Please note that any high res photographs should be saved because photos uploaded to Twitter are not generally of high enough resolution for print.
- Photos/videos will be shared with parents and pupils for free via Google, with links to it from the weekly newsletter.

Please note that the copyright in any photos/videos taken at Felsted events of Felsted staff and pupils remain the property of Felsted School.

Appendix 1

Events With Photography Confirmed 2018/19

Autumn Term

New Staff photos
Sparkle 7s
Colour Run
Butler Lecture
Autumn Prospectus Shoot
Senior Scholars' Concert
House Singing Comp - Part Song
House Singing Comp - Unison Song
CCF Remembrance Sunday
Prep & Senior Autumn Sport
Senior School Play Les Mis
Piano Concert
Prep Christmas Cracker Concert
Wind, Brass and Percussion Concert
Autumn Senior Concert
Ffrome Court Play
Pre-Prep Nativity
Steeps
Prep Feast

Spring Term

International Dinner
Swing into Spring Concert
MUN
Courtauld House Play
Prep & Senior Spring Sport
House Feasts

Summer Term

Pre-Prep Summer Concert
Prep Summer Sport
Senior Summer Sport
Prep Speech Day
Senior Summer Concert
Senior Sports Day
Road Relay
Senior Speech Day
Prep Sports Day
Pre-Prep Sports Day
Cloisters Play
Upjohn Declamation
Dance Show
CCF Inspections

ALL TERMS

1. Photography for press

Events With Video Confirmed 2018/19

1. Reception Nativity
2. Yrs 1 & 2 Nativity
3. Ffrome Court Play
4. Cloisters Play
5. Courtauld House Play
6. Senior School Main Production
7. Lower School Production
8. House Shout
9. League Music

Marketing videos throughout the year, commissioned by marketing and taken either by pupils, marketing or professional companies.