



MALVERN ST JAMES  
Girls' School

## **Photography and Filming Policy**

This policy is the responsibility of the Director of Admissions and Marketing in collaboration with the Designated Safeguarding Lead (DSL) and will be reviewed biennially.

### **Introduction**

At Malvern St James we are an open and inclusive community that is very proud of the achievements of all of our pupils in their academic, artistic, musical and sporting endeavours. The School celebrates its diversity and gives its 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. In common with most schools, we use images in order to celebrate pupils' achievements, and recognise that increasing numbers of parents want to have a record of their child's success in all aspects of School life. At the same time, we appreciate that for some parents their family's privacy is a priority.

The School walls are decorated with examples of pupils' work, team photographs and photographs of trips and expeditions. We make full use of electronic notice boards around the school which display current activities. The School's website and social media accounts are updated regularly and parents are sent bi-termly e-newsletters in order to keep them fully abreast of MSJ community news.

On occasions we may be visited by the media who may take photographs or film footage at a school event. Pupils will often appear in these images which may then appear in local and national media.

### **Scope**

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 Malvern St James. It also covers the school's approach to the use of photography and filming equipment at school events and on school premises by parents, pupils and the media.

This policy 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, as well as more general information about use of pupils' personal data, e.g. within the school's Privacy Notice. Images of pupils in a safeguarding context are dealt with under the school's relevant safeguarding policies.

### **Aim**

We aim to make full and proper use of photographic images and video while meeting the law and preserving the safety of children. Concerns focus on issues around rights of privacy,

safeguarding children and copyright ownership. Parents are to be assured that any images/videos of their child taken by or on behalf of the school are kept securely and their use carefully monitored.

### **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. The school is entitled lawfully to process such images and take decisions about how to use them, subject to any reasonable objections raised;
- Parents who accept a place for their child at the school are invited to agree to the school using images of her as set out in this policy, by signing a permission form on entry and at key stage transition points (see Appendix 2) However, parents should be aware of the fact that certain uses of their child's images may be necessary or unavoidable (for example if they are included incidentally in CCTV or a photograph);
- 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;
- 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.

### **Typical Instances and Uses of Photographs and Film Footage**

Unless the parent has requested otherwise, the school will use images of pupils to keep the school community updated on activities, and for marketing and promotional purposes, including:

- internal displays (including clips of moving images) on digital and conventional notice boards within the school premises;
- in communications with the school community (e.g. parents, pupils, staff, Governors, agents, past parents and alumnae) including by email, on the Parent Portal and by post;
- on the school's website and, where appropriate, via the school's social media channels, e.g. Twitter, Instagram, Facebook and Linked In. Such images will not be accompanied by the pupil's full name without parental permission. In most circumstances, any pupil photograph will be accompanied only by their forename **or** their Year Group;
- in the school's prospectus, and in online, press and other external advertisements for the school as well as virtual open events created by the School; such external advertising would not normally include pupil's names;
- As part of the secure on-line EYFS Learning Journal reporting system, Tapestry<sup>1</sup>, used to inform parents of their child's progress in Pre-Prep.

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<sup>1</sup> [Weblink: Tapestry Online Learning Journal](#)

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

### **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 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 Privacy Notice.

### **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/cover an event or school activity in which school pupils are participating. We will make every reasonable effort to ensure that any pupil whose parent or carer has refused permission for images of that pupil, or themselves, are not photographed or filmed by the media, nor are such images provided by us to the media for their use

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

The School 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.

### **Ownership and Privacy**

The School owns the copyright of all images and footage where a service from a photographer/videographer has been procured and therefore the images/footage cannot be used without the prior written consent of the School for any other purposes.

The General Data Protection Regulation and The Data Protection Act 2018 have granted individuals certain rights in their privacy which can be affected by the use of photographs. The School Council and the School will continue to take steps to respect these rights.

### **Security of Pupil Images**

Professional photographers, videographers 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 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.

### **Good Practice: Guidance for Staff**

The following guidance provided to MSJ staff represent good practice in the use of photographic images involving children.

1. If using a photo from the media or commissioning a photograph, have a signed agreement (see Appendix 1);
2. Use the image in the context and for the purpose it was originally intended;
3. When photographing children:
  - a. Ensure all children are appropriately dressed;
  - b. Avoid images that only show a single child with no surrounding context of what they are learning or doing;
  - c. Photographs of three or four children are more likely to also include their learning context;
  - d. Do not use images of a child who is considered very vulnerable, unless parents / guardians have given specific written permission;
  - e. Ensure permission has been obtained before naming young people via the annual consent form (details are posted in the main staff room);
  - f. Report any concerns relating to any inappropriate or intrusive photography to the Head or DSL;
  - g. Remember the duty of care and challenge any inappropriate behaviour or language;
  - h. Do not use images that are likely to cause distress, upset or embarrassment;
  - i. Refer to the Policy on the use of Digital Devices for guidance on using such devices.
4. Regularly review stored images and archive any unwanted or unnecessary material.

### **Use of Cameras and Recording Equipment by Parents and Guardians**

The School asks parents not to take photographs of, nor to film other pupils on their own without the prior agreement of that child's parents on School premises. Opportunities will be provided after some School events for parents to take photographs of their own child. The School may also arrange for an event to be filmed and circulated to relevant families accordingly.

The School also asks parents not to take photographs nor to film their child or their fellow pupils in the swimming pool, changing rooms or backstage during school productions, nor in any other circumstances in which photography or filming may embarrass or upset pupils. 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 also reminded that copyright issues may prevent the School from permitting the filming or recording of some plays and concerts.

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 (or engages a professional photographer or film company to do so), in which case digital copies may be made available to parents for purchase.

### **Inter-School Fixtures**

Staff and parents should apply these guidelines to inter-School events. Where a child has not got permission granted to have their photograph taken, it will be necessary to liaise with a member of staff from the other establishment, so that they are aware of the wishes of the parents or guardian of the child and seek the cooperation of the parents of the opposing team.

### **Children photographing and filming each other**

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.

There may be incidents where children take inappropriate images, perhaps showing friends and other children inappropriately dressed. Staff should endeavour to discourage this practice, but ultimately parents are responsible for monitoring their child's use of cameras and subsequent use of their images involved .

The misuse of images, cameras or filming equipment in a way that breaches this Policy or any of the below policies, is always taken seriously and may be the subject of disciplinary procedures or being dealt with under the relevant safeguarding policy as appropriate:

- Anti-Bullying Policy;
- Data Protection Policy;
- eSafety Policy including Acceptable Use Policy;
- Policy on the use of Digital Devices;
- Safeguarding Policy;
- Staff Behaviour Policy and Code of Conduct.

### **Mobile Phones**

For guidance on the use of mobile phones, please see our Policy on the use of Digital Devices and E-Safety Policy including Acceptable Use.

### **Treating others with respect**

Everyone has a right to feel secure and to be treated with respect, particularly the vulnerable. Harassment and bullying, including by use of cameras or images, will not be tolerated. The school's anti-bullying policy is set out on the website. The School is strongly committed to promoting equal opportunities for all, regardless of race, gender, gender orientation 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 the Deputy Head Academic or the Deputy Head Pastoral. Photography can potentially be used in a manner that may offend or cause upset. The misuse

of cameras in a way that breaches our anti-bullying policy is always taken seriously and may be the subject of disciplinary procedures.

The content of these guidelines will be reviewed annually.

## **Appendices**

- 1 Agreement with Photographers
- 2 Photographic permission form

Appendix 1

# Photographer / Videographer Agreement Form

Malvern St James Girls' School is commissioning agreed photographic / video work with the provider **[name of provider]**.

The commissioned image or footage will be used by Malvern St James for its own promotional purposes and may be supplied to third parties and media for use in the promotion and marketing of Malvern St James Girls' School.

Ownership of the copyright of the images and footage is agreed to be retained by Malvern St James Girls' School. **[Name of provider]** may not use the images or footage without obtaining written permission from Malvern St James Girls' School.

Name.....

Signature.....

Date.....

## Appendix 2

# Photography and Filming Permission Form

Occasionally, we may take photographs and videos of the children at our school. To comply with GDPR, we need your permission before we can photograph or make any recordings of your child. Please review the Photography and Filming Policy and then complete the permission below.

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[Photograph Images of Children Policy](#)

I give permission for my child to be photographed and recorded for school purposes for the duration of her time at MSJ. \*

Yes

No

Daughter's Surname \*

Daughter's First name \*

Any additional comments


Person completing the form \*

Relationship to student \*

Email \*

Submit



<b>Authorised by</b>	Governors of Malvern St James Girls' School
<b>Signature</b>	
<b>Date</b>	13 March 2024

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<b>Review date</b>	Spring Term 2026
<b>Circulation</b>	Governors / all staff / parents / pupils [on request]