



**BROCKWOOD PARK SCHOOL &  
INWOODS SMALL SCHOOL including EYFS**

**TAKING, STORING & USING IMAGES OF STUDENTS POLICY**

Last Review Date	August 2017
Policy endorsed by	The Trustees & Co-Principals
Policy is maintained by	DSL
ISI reference	A6
Next review date	August 2018
Review body	DSL and Co-Principals

At the Brockwood Park School we are an open and inclusive community and we aim to give all of our many visitors a warm welcome.

At Brockwood Park School we welcome parents to our concerts, plays and other school events. The school walls are sometimes decorated with examples of students' work, and photographs of trips and expeditions in which our students have participated. Our website and social media channels are updated regularly.

### **The Application of Data Protection Laws to Taking, Using and Storing Images of Children**

Parents who accept a place for their child at Brockwood Park and Inwoods School are invited to agree to the school using images of their child and information relating to his or her studies and extra-curricular activities for promotional purposes, which may be published in the prospectus or on the school website and social media channels, 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.

### **Use of Images and Displays**

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

- Internal displays (including clips of moving images) in school meetings and on notice boards within the school premises,
- Communications with the school community (parents, pupils, staff, Governors and alumni) via the school's website, social media channels and electronic mail
- Marketing the school both digitally by website, by prospectus, by displays at educational fairs and other marketing functions (both inside the UK and overseas), supplying to local and other relevant media, and by other means.

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They are securely stored in the password protected area of the staff database, where access is restricted to school staff. Any parent who so requests will be sent a copy of his or her son or daughter's photograph.

### **Images that we use in displays and on our Web Site**

We only use images and video of school activities, such as plays, concerts, sporting fixtures, school trips etc. in their proper context. We never use any image or video that might embarrass or humiliate a pupil. We use interested pupils as photographers of school events.

### **Storage and Review**

Our images are stored securely in a password protected section of the school's database. They are reviewed and deleted when no longer required at the end of each academic year by the Recruitment Officer. Inwoods photographs are archived in a password protected folder.

### **Media Coverage**

From time to time we invite the press to attend an event in which our pupils are participating, and 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 photographs.

From time to time, photographs of named pupils are published in electronic newsletters, on the school website and social media channels and released to the media to promote specific events; the children of parents who have requested that their child's photograph is not used for this purpose will be excluded unless they give specific permission.

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.

### **Staff Induction**

All new teaching and office staff are given guidance on the school's policy on taking, using and storing images of students.

### **EYFS**

In Inwoods mobile phones can only be accessed and used in the school office during staff breaks. Mobile phones may be taken on outings and visits for emergency contact but not for photographic use. Each class has its own camera that can be used by staff and children. Photos are downloaded onto the school system within 14 days of taking them. The Head Teacher may occasionally use the school mobile phone to take photographs, which are then downloaded onto the school system and deleted from the phone the same day.

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

Parental use of mobile phones, cameras and other technology can only be for personal use and cannot be uploaded onto any social media channels.

Parents are welcome to take photographs of their own children taking part in sporting and outdoor events. We ask parents not to take photographs of other students on their own, without the prior

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agreement of that students. Flash photography can disturb performers or even cause distress for those with medical conditions; we therefore ask that it is not used.

For plays or concerts, parents are not allowed to take video recordings or photographs unless prior permission is obtained from the event organiser in order to avoid undue child protection risks, to protect copyright and for the consideration and courtesy of others.

### **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 set out in the Parent Handbook. The school is strongly committed to promoting equal opportunities for all, regardless of race, gender, gender orientation or physical disability.

All students are encouraged to look after each other, and to report any concerns about the misuse of technology, or worrying issue to a member of staff. The use of camera or mobile phones is not allowed in washing and changing areas, nor should photography be used in a manner that may offend our cause or 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.