



## Photos and Images Policy

**Primary person responsible for this policy:** Danielle Butler:  
danielle.butler@pembrokehall.co.uk

**Job title:** Data Manager

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**Next review date:** June 2025

**Circulation:** This policy has been adopted by the governors and is available to parents on request. It is addressed to all members of staff and volunteers and applies wherever they are working with children.

'Parents' refers to parents, guardians and carers.



## Vision

Pembridge Hall places our girls at the heart of everything. By combining traditional values with an innovative education, girls are prepared for life in an ever-evolving world through an ambitious and aspirational prep school experience. Placing emphasis on each girl as an individual, we recognise that happiness, a love of learning and emotional well-being are intrinsic to academic performance. Pembridge Hall girls are nurtured, challenged and empowered to succeed.

## Aims & Values

At Pembridge Hall we aim for all Pembridge girls to:

**BE INDIVIDUAL** - Pembridge girls are encouraged to strive to achieve their personal best whilst developing their unique character. They are seen as individuals and their interests and talents are nurtured. The girls are encouraged to be articulate and confident, whilst understanding the importance of humility.

**BE KIND** - Pembridge girls develop the skills to work collaboratively with one another, using their emotional intelligence and a toolkit of strategies to support both themselves and others. The girls are encouraged to develop a sense of self-understanding and empathy for others.

**BE CURIOUS** - Pembridge girls are stimulated to be intellectually curious, ask questions, and develop a love of learning. They are given a breadth of experience and are encouraged to aim high in all they do.

**BE ASPIRATIONAL** - Pembridge girls are taught to understand the importance of making mistakes and are encouraged to step out of their comfort zone in their learning. A progressive curriculum embeds a culture of striving for excellence and families are supported to be aspirational in their senior school choices.

**BE RESILIENT** - girls are given numerous opportunities to reflect on their learning and develop strategies to manage their wellbeing. Girls develop a growth mindset, enjoy challenge and take risks.

**BE RESPONSIBLE** - Pembridge girls gain an appreciation of wider society and the diversity of nationalities, faiths, beliefs and languages represented by Pembridge Hall families. Girls develop a sense of responsibility to help others, through charitable work and community outreach.



## **Contents**

- Scope and definitions
- General principles for staff
- Safeguarding
- Data Protection Act
- Photography and image capture in school
- Photography and image capture by parents
- Photography and image capture by pupils
- Publicity
- Monitoring

## **Appendices**

1. Parental Permission Letter



## Scope and definitions

The purpose of this policy is to set out general rules about the capture and distribution of images and photographs of children and to give staff and parents guidelines on the subject. It applies to activities on school premises or as part of off-site events or trips.

“Image capture”, “photography” and “videoing” refer to any kind of image capture, still or moving, obtained by any photographic device including still image cameras, video cameras, webcams and photographic enabled mobile telephones, and any other type of image capture device not specified here, whether digital or not, using technology existent at this time or in the future. The storage of such images includes film negative, film positive (e.g. transparencies and slides, movies, etc.), photographic paper, digital media, magnetic tape and any other kind of storage method able to be used for the storage of images, still or moving, available now or in the future.

This relatively short policy is part of our strategy for safeguarding children within our care. It complies with the latest version of [Keeping Children Safe in Education](#) and should be read in conjunction with our other policies, notably:

- Online Safety
- Mobile Phones and Personal Electronic Devices
- Safeguarding
- Anti-Bullying (including cyber-bullying)
- ICT Usage
- PSHEE and RSE
- Social Media

## General principles for staff

Every reasonable effort must be made to minimise risk of inappropriate capture and distribution of photos and images. This includes:

- securing parental consent for the use of images of their children
- not using photographs of children or staff who have left the school without their consent
- ensuring that children and staff are appropriately dressed
- ensuring that children’s names are not used alongside images in publically-available material
- not using an image of any child who is subject to a court order;
- storing images securely and accessible only by those authorised to do so
- storing images securely (whether physical or digital) with appropriate access controls
- ensuring staff are appropriately informed about this policy

## Safeguarding

There may be a risk to the welfare of children when individual children can be identified in photographs. For that reason, we have developed this policy to make every effort to minimise risk.

Where the capture or distribution of images of children raises a safeguarding concern, the Designated Safeguarding Lead (DSL) must be contacted immediately. Further details on safeguarding procedures are available in our *Safeguarding policy*.



### **Data Protection Act**

Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 2018. Therefore, using such images for school publicity purposes requires the consent of either the individual concerned or in the case of pupils under 13, their legal guardians. In line with the Data Protection Act, everyone responsible for using data has to follow strict rules called 'data protection principles'. They must make sure the information is:

- used fairly and lawfully
- used for legitimate and specifically stated purposes
- used in a way that is adequate, relevant and not excessive
- accurate and kept up to date
- kept for no longer than is necessary
- handled according to people's data protection rights
- kept safe and secure

### **Photography and image capture in school**

Images of children may be captured as part of the educational process. Recordings of pupils for school purposes will only ever be taken using official school equipment or by a designated external professional. Staff must not take or transmit any recording of pupils on any personal device. Staff should also be aware that taking photographs of colleagues using personal devices should only happen with the permission of that member of staff.

Images of pupils or staff must not be displayed on websites, in publications or in a public place without specific consent. The definition of a public place includes areas where visitors to the school have access. Where photographs are taken at an event attended by large crowds, this is regarded as a public area so it is not necessary to get permission of everyone in a crowd shot. However, every effort will be made to inform attendees that photographs are being taken (for example, through signage).

On occasions, commercial video films may be made of children on educational visits and performing in school productions. The school will inform parents where arrangements have been made for a commercial photographer to film such an event.

Media permissions must be kept on file (see the permission form at the end of this document). They will be processed in line with Alpha Plus Group's *Privacy Notice*, which is available on request or via our website.

### **Photography and image capture by parents**

As a general rule no parent or visitor is permitted to use a camera (including a mobile phone's camera facility) whilst on school premises. However, the Data Protection Act does not apply to photographs or films taken for personal use by family and friends and it is usual for parents to want to take photographs and videos of children at school events.

Exceptions to this rule are therefore made for some<sup>1</sup> specific events such as plays, recitals, concerts, sporting events, open days or other promotional events. We strongly advise parents against the

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<sup>1</sup> We reserve the right to prohibit the use of cameras for some events if deemed inappropriate by staff.



publication of any such photographs on the internet (e.g. on social media), and we will request parents to remove any such material if we deem it illegal, harmful or inappropriate in any way.

Where appropriate, our policy regarding this matter should be explained clearly to parents by a member of staff before difficult situations arise.

### **Photography and image capture by pupils**

Staff will supervise and maintain control over any photographing or recording that pupils do during on-school or off-site activities.

### **Publicity**

Schools need and welcome publicity. Children's photographs add colour, life and interest to articles promoting school activities and initiatives. Making use of photographs for publicity materials and to promote the school in the press can increase pupil motivation and staff morale, and help parents and the local community identify and celebrate the school's achievements. However, photographs must be used in a responsible way. Schools need to respect children's and parents' rights of privacy and be aware of potential child protection issues.

### **Monitoring**

It is the responsibility of all school staff to support and monitor this policy. Any concerns should be brought to the attention of the Head.



## Appendix 1 – Parental Permission Letter

### Media and ICT Permission

*(Please tick as appropriate)*

In their day-to-day education at Pembridge Hall, recordings (including photographs, videos and sound recordings) may be made of pupils and used in a few different ways:

1. Recordings may be made as part of pupils' learning. This is done to both enhance and record the learning that pupils are undertaking. We are proud to be using the latest technology in the education of our pupils, just as we are proud of all the work and experiences undertaken by the pupils. Recording events and work is an important part of a twenty-first century education. Any such recordings of pupils are stored securely on our own servers. The greatest care is taken to ensure their safe storage and use. From time to time, we may wish to display these images in a secure way within the school community, either physically (e.g. wall displays) or digitally *on our VLE*.

**I give consent for my child to be photographed and videoed for school purposes.**

2. As a school, we are very proud of the achievements of our pupils. As such, we may wish to share photographs of pupils for our own marketing purposes. This may include both physical and digital advertising, our school website, and any social media platforms we may use. At no point will pupil names accompany images.

**I give consent for my child's image to be used for school marketing purposes.**

3. Over the course of their Pembridge Hall career, pupils have the opportunity to take part in public events such as assemblies, concerts, plays, trips, music festivals, sports events etc. As part of these events, photographs may be taken by event organisers, professional photographers and by other attending schools. These photographs may be used for their promotional purposes (without pupil names). Given the public nature of these events, pupils may be unable to take part in them without understanding that recordings may be made in this way.

**I give consent for my child to attend events where photos and videos may be taken by event organisers and other attending schools and used for their promotional purposes.**

4. At Pembridge Hall, we use Microsoft Office365 Education, Seesaw, and other online educational platforms to provide your child with the most up-to-date educational tools. Please note that all platforms used at Pembridge Hall are GDPR compliant.

**I give consent for my child to use online educational platforms set up by the school for educational purposes.**

5. Very occasionally, videos are shared and made available for download by parents of Pembridge Hall School girls (i.e. Year 6 leavers celebrations). Parents will be informed in advance of any plans to share a video. Please note that shared videos are for personal and family use only and that it would be a breach of the General Data Protection Regulation (GDPR) if these videos are used for any wider purpose.



I give consent for my daughter to be part of videos which will be shared and made available for download by parents of Pembridge Hall School girls.

6. ICT Usage Policy

Please read the ICT Usage Policy [here](#).

- a)  I have read and understood the school's ICT Usage Policy, including the list of prohibited content and activities listed on Appendix 2.
- b)  I agree to support the safe and responsible use of ICT.

You have the right to withdraw your permission at any time by contacting the school, we would then withdraw your daughter's photos from any future events and/or marketing materials.

Please note that without your consent, your daughter may be unable to participate in some school activities. Regarding consent number 5, your daughter's image will not be added to the video's final cut.

For full details of how we use your data, please refer to our Privacy Policy [here](#).

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Please complete and return the form overleaf to the Registrar; alternatively, if you have any concerns or wish to discuss this further, please send an email to [danielle.butler@pembridgehall.co.uk](mailto:danielle.butler@pembridgehall.co.uk)

Pupil's full name: \_\_\_\_\_

Parent's signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please PRINT full Name: \_\_\_\_\_