



WALTHAMSTOW HALL  
SEVENOAKS

## **POLICY ON TAKING, USING AND STORING IMAGES OF CHILDREN**

### **Including the Early Years Foundation Stage**

At Walthamstow Hall we are proud of all of the achievements of all of our pupils in their academic, artistic and sporting endeavours.

We particularly welcome parents to our concerts, plays and sporting events, as well as to more formal occasions during the School year. The School walls are decorated with examples of pupils' work, team photographs and photographs of trips and expeditions in which our pupils have participated. Our website, School Facebook page and Twitter feed are updated regularly and parents are kept abreast with news from our school community.

### **The Application of Data Protection Laws to taking, using and storing images of children**

Parents who accept a place for their child at Walthamstow Hall are invited to agree to the School using anonymous photographs of their child and information relating to their achievements for promotional purposes, which may be published in the prospectus, on our website or School social media, as well as displayed within the premises and in newsletters sent to the School community.

### **Use of Images: Displays etc.**

At Walthamstow Hall we will only use images of our pupils for the following purposes:

- Internal displays on digital and conventional notice boards within the School premises
- Communications with the school community (parents, pupils, staff, Governors and alumnae)
- Marketing the School both digitally on the website and social media and in print by prospectus, press and poster advertising, by displays at marketing events, and via communications with Prep/Primary Schools for example Senior School tours.

### **Use of Images: Internal Identification**

All pupils are photographed annually for the purposes of internal identification. They are stored on the secure School Management Information System (MIS), iSAMS, where access is password protected.

### **Images used in Displays on the Website**

The images used for displays and communications purposes do not identify an individual pupil. Instead, they name the event, the term and year that the photograph was taken (for example, "First XII Lacrosse Team, Spring Term 2018"). We only use images of School activities such as plays, concerts, sporting fixtures, prize-giving, school trips etc. in their proper context. We would never use any image that might embarrass or humiliate a pupil. Pupils are properly supervised when professional photographers visit the School.

### **Storage & Review**

Images are stored securely in a password protected section of the School's MIS database. They are deleted when they are no longer required. As a school we follow BECTA guidance on e-safety.

### **Media Coverage**

We make every effort to ensure that pupils whose parents or guardians have refused permission for images of their children to be used are not used in the media. We would complain to the Press Complaints Council if the media fails to follow the appropriate code of practice for the protection of young people, including the children of celebrities.

### **Staff Induction**

All new teaching and support staff are given guidance on the School's policy on taking, using and storing images of children (please refer to the Safeguarding Child Protection Policy and the Staff Code of Conduct).

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

Parents are welcome to take photographs of their own children taking part in sporting and outdoor events. 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 recording devices with consideration for others.

We ask parents not to take photographs of other pupils on their own, without the prior agreement of that child's parents. Photography and/or video recording are not permitted in the swimming pool.

Parents should be aware that copyright issues may prevent us from permitting the filming or recording of some plays or concerts. We would aim to print a reminder in the programme of events where issues of copyright apply. Where possible, copies of the DVD's/CD's from plays and concerts are available for parents to purchase.

### **Treating Others with Respect**

All pupils 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 cameras or mobile phones by students is not allowed in classrooms, toilets or changing areas, nor should photography 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.

This policy has regard to the guidance issued by the Secretary of State.

***Walthamstow Hall policies are approved, ratified and reviewed regularly by the Governing Body in the light of statutory requirements.***

Reviewed September 2020  
Next Review Date September 2021

Signed: ..... Date: .....

Mrs J Adams  
Chairman of the Governing Body