



Digital Image Policy

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 Attenborough School ("our school"). It also covers our school's approach to the use of cameras and filming equipment at school events and on school premises by parents and pupils themselves, and external media such as BFBS.

It 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, including information about use of pupils' personal data. Parents who accept a place for their child at our school are invited to agree to the school using images of their children as set out in this policy, by signing the Consent Form sent out with our school's procedures (**see Appendix 1**). We hope parents will feel able to support our school in using pupil images to celebrate achievements, promote learning and for important administrative purposes such as identification and security.

Our school will always respect the wishes of parents/carers (and indeed pupils themselves) where reasonably possible, and in accordance with this policy.

2. Use of Pupil Images in School Publications

Unless the relevant pupil or his or her parent has requested otherwise, our school will use images of our pupils to keep the school community updated on recent activities and achievements. In addition, images may be used for marketing and promotional purposes, including:

- on internal displays (including clips of moving images) on digital and conventional notice boards on our school premises;
- in communications with the school community (parents, pupils, staff and Governors) including by email, and by post;
- on the School's website and, where appropriate, via the school's social media channels, e.g. Twitter. Such images are not be accompanied by the pupil's name; and
- in our school's prospectus, and in online, press and other external advertisements for our school. Such external advertising would not include pupils' names.

The source of these images is predominantly identified appropriate school staff. Our school will only use images of pupils in suitable dress.

3. Use of Pupil Images for Identification and Security

All pupils are photographed in the autumn and summer terms of each year, and annually thereafter, for the purposes of providing parents a photograph to display at their discretion. These photographs do not identify any pupil by name.

CCTV is not currently in use on our school premises.

4. Use of Pupil Images in the Media

For events or school activities in which pupils are participating where the media is expected to attend, we will make every effort to ensure that any pupil whose parent or carer has refused permission for images of that pupil to be made are not photographed or filmed by the media.

If the media asks for the names of the relevant pupils to go alongside the images these will be provided if additional consent has been given by the parent.

5. Security of Pupil Images

Professional photographers and the media are accompanied at all times by a member of staff when on school premises. Our 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 our school's instructions.

Our school takes appropriate technical and organisational security measures to ensure that images of pupils held are kept securely, and protected from loss or misuse, and in particular 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 procedures 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 this policy.

6. Use of Cameras and Filming Equipment (including mobile phones) by Parents

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 our 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.

In particular, flash photography can disturb others in the audience, or even cause distress for those with medical conditions; our school therefore asks that flash photography is not used during 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 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 our school from permitting the filming or recording of some plays and concerts. Our 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, the swimming pool or backstage during school productions, nor in any other circumstances in which photography or filming may embarrass or upset pupils.

Our 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.

Our school may sometimes record plays and concerts professionally (or engages a professional photographer or film company to do so), in which case copies of the DVDs and CDs may be made available to parents. Parents of pupils taking part in such plays and concerts will be consulted if it is intended to make such recordings available more widely.

7. Use of Cameras and Filming Equipment (including mobile phones) by Staff (Teaching & Support)

Photographs or video will only be taken by a designated staff member/s. Where photographs are taken by staff to give evidence of pupils' progress, or to record a trip or sporting event, photographs can only be taken on school equipment. Staff must not use their own camera, mobile phone or tablet. Photographs/video must then be downloaded onto school computers. Photographs or video cannot be used or shared outside of our school and designated support agencies unless via the school's official social media platform.

Neither staff nor children may use their own mobile phones to take photographs or video within our school, including our separate EYFS setting.

When taking photographs in school, our staff must:

- be clear about the purpose of the activity and what will happen to the photographs when the lesson/activity is concluded;
- ensure that photographs are taken for valid educational purposes and, if in doubt, consult with their line manager;
- ensure that all images are available for scrutiny in order to screen for acceptability;
- be able to justify images of children in their possession;
- avoid making images in one to one situations;
- not have images of pupils stored on personal cameras, devices or home computers;
- not make images of pupils available on the internet, other than through the official school network/website with permission from parents and website administrators.

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 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.

Pupils are told they should not film or take photographs of other members of the school community (pupils and staff), other than where there is a justifiable, educational reason. Using photographic material of any kind to bully, harassment or intimidation of others will not be tolerated and will constitute a serious breach of discipline and will be reported immediately to parents.

Where there is an allegation about a pupil taking inappropriate images, a senior member of staff may request access to images stored on mobile electronic devices and/or cameras and ask the pupil to delete the images in question during a meeting including parents. Photographs of any member of the school community are not permitted to be displayed publically around the school unless in accordance with this policy.

The misuse of cameras or filming equipment in a way that breaches this policy, or any of our school's other policies including but not limited to the Anti-Bullying Policy, Promoting Good Behaviour Policies, Data Protection Policy for Pupils and Parents, and Internet and Network Acceptable Use Policy is always taken seriously, and may be the subject of disciplinary procedures.

Headteacher	Andy Chapman
Author	Andy Chapman
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On Website	Yes

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Ministry of Defence (MOD)

WE CARE about Excellence

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Dear Parents,

We are continually updating our school website and twitter platform. The website is designed to appeal to prospective parents, celebrate achievement and to be a reliable source of information for parents and children of Attenborough School. At present on the website, you can find information about our school and our ethos and values, lots of useful information, such as term dates and copies of all school newsletters as well as links to other useful websites. In order to keep our website up to date and current, we would like to continue to use photographs and videos of pupils learning and achieving in our school.

Please read below carefully:

If you DO NOT wish a photograph or video of your child to appear on the Attenborough School website or twitter platform please fill in the form below. If you do not reply, we will assume you are happy for photographs of your child to go on the school’s social media platforms. Please note – we will not provide any names to photographs or videos on such platforms.

Yours sincerely,

Mr A Chapman
Headteacher

I **do not** wish photographs or video of my child.....
to appear on the Attenborough School’s website or social media platforms.

Name.....

Signature.....

Date