



Newland House School

Digital Imagery **Policy**

Updated	December 2024
Updated by	Head of Admissions, Marketing and Communications
Authorised by	Head

This Policy applies to all sections of the School, including the Early Years Foundation Stage

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1. Introduction

Newland House School (the "School") believes that the responsible use of children's images can make a valuable contribution to the life and morale of the School, aid pupil motivation and help parents, carers or guardians (referred to in this policy as "parents") and the local community identify and celebrate the School's achievements. We hope parents will feel able to support the School in using pupil images.

2. Purpose

The purpose of this policy is to establish a framework for the responsible use of child imagery in all School-related activities including, but not limited to, educational, promotional and administrative purposes, in accordance with the General Data Protection Regulation (GDPR) and the Data Protection Act 2018. This policy ensures that the School respects the privacy of children and their families, while still enabling the School to fulfill its legitimate interests and obligations.

3. Scope

This policy applies to all School staff, volunteers, contractors, and any third parties involved in activities related to the use of child imagery within the School premises or during School events or trips. It applies to images taken by parents and pupils.

Images of pupils in a safeguarding context are dealt with under the School's **Safeguarding and Child Protection Policy**.

The safe storage of digital images is detailed in the **Data Protection Policy**.

The permitted use of mobile phones is found in the **Mobile Phone Policy**.

4. Principles

4.1 Consent

- a) The School will obtain explicit consent from parents to use their child's image by completing the Photography & Video Consent Form on Firefly.
- b) Parents may update their consent for the use of their child's images by resubmitting the Photography and Filming Consent Form on Firefly at any time. We cannot guarantee the removal of images which appear prior to consent being withdrawn.
- c) Images will not be taken of any child against their wishes.
- d) The School will, at all times, consider the need to revisit consent in the event of a pupil's circumstances changing, or new applications for the use of pupil images.

4.2. Minimisation

The School will only capture and use images of children that are relevant and necessary for the stated purposes. We will avoid capturing unnecessary personal details or information.

4.3 Legitimate Interests

The School will use child imagery for legitimate educational, promotional, and administrative purposes, while ensuring that the rights and interests of children and their families are respected.

4.4 Safety and well-being

a) Images of children will be captured and used in a way that ensures their safety and wellbeing. The School will avoid using images that could be compromising, inappropriate, or potentially harmful.

b) Mobile phones that can take and transmit images will not be permitted in areas of the School for example, changing rooms and sports facilities, where they may be misused.

c) Images may be accompanied by names of children where they are used for educational or parental update purposes. Names of children will not appear alongside images where they are used for promotional purposes. (see Clause 8, Implementation). Should the School ever wish to use a pupil's name alongside an image, the parents' prior express consent will be obtained.

Further information about the use of mobile phones in School can be found in the **Data Protection Policy** and the **Mobile Phone Policy**.

4.5 Storage and Security

Child imagery will be securely stored in accordance with the School's **Data Protection Policy**. We will ensure that personal details are not used in captions, tags or file names.

5. Source of Imagery

The source of imagery will predominantly be the School's staff (who are subject to policies and rules in how and when to take such images), or a professional photographer used for marketing and promotional purposes, or occasionally pupils.

5.1 School visitors

School visitors may only take photographs with the specific permission of a member of the Senior Leadership Team.

5.2 Photographers employed by the School

- a) Professional photographers who are engaged to record any events will be prepared to work according to the terms of the School's e-Safety, Safeguarding and Child Protection and Digital Strategy Policies.
- b) Photographers will sign an agreement which ensures compliance with the Data Protection Act and that those images will only be used for a specific purpose.
- c) Photographers will be issued with visitor identification, which must be worn at all times. They will not have unsupervised access to children and young people.

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

- a) Under the terms of the Data Protection Act 1998, parents, friends and family members can take images or capture video of their children and friends participating in School activities for family and personal use only. For safeguarding reasons, this imagery is not to be shared or published on social media or elsewhere online.
- b) The use of live video streaming through platforms such as YouTube and Facebook is strictly forbidden during School events, including concerts, productions and fixtures.
- c) We do not allow flash photography at any performances, and we ask the pictures and video are taken discreetly so that the performers and members of the audience are not disturbed.

Further information about the use of mobile phones in School can be found in the **Data Protection Policy** and **the Mobile Phone Policy**.

7. 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 the pastoral staff.

7.1 Pupil 1:1 iPad Scheme

- a) Pupils sign an acceptable usage policy for devices, to ensure they use their camera responsibly. They are frequently reminded of this during teaching sessions.
- b) Pupils are educated not to use their iPads in areas of sensitivity such as changing rooms and toilets. iPad use is not permitted during break times unless with specific permission.
- c) Pupils are told they must ask people for permission before taking a picture and the camera must never be used in class without permission of the teacher.

7.2 Pupil Mobile Devices

Pupils' mobile devices will be held in a secure locker during School hours (including clubs) and should not be used for taking photographs during this time.

Further information about the use of mobile phones in School can be found in the **Mobile Phone Policy** and the **Data Protection Policy**.

Misuse will result in sanctions or normal disciplinary actions decided by the Deputy Head (Prep).

8. Implementation

Unless a child or their parent has requested otherwise, the School will use images of its pupils to keep the School community updated on the activities of the School, and for marketing and promotional purposes.

9. Educational Use/Parent Updates

- a) Child imagery will be used for educational purposes such as class presentations, internal training materials, internal displays (including clips of moving images) on digital and conventional notice boards within the School premises;
- b) Imagery will be used in communications with the School community (parents, pupils, staff, Governors and alumni) including, but not limited to, by email, on Firefly and by post. This may include items such as Newsletters and Year books.
- c) Where performances are recorded these will be shared with parents on Firefly for viewing only.

9.1 Promotional Use

Child imagery may be used for School marketing purposes across various channels, including the School's website, social media channels e.g. Instagram, X, Facebook, prospectus, brochures, external advertising, banners and signage.

9.2 Use of Pupil Images for Identification and Security

- a) The School may use CCTV in some areas as a security measure. Cameras will only be used in appropriate areas and where there is clear signage indicating that they are in operation.
- b) CCTV images will be stored in accordance with the **Data Protection Policy**

9.3 Webcams/Video conferencing

Webcams and video conferencing facilities are useful tools for learning. They can allow individuals to interact over the Internet with others and support links between pupils in different Schools, countries and cultures.

- a) A webcam will only be used in appropriate circumstances such as a normal class setting.
- b) Children and teachers will be made aware of when a webcam is in use. Please also see **Safeguarding and Child Protection Policy**.

9.4 Misuse of images

Any evidence of the use of inappropriate images, or the misuse of images, will be reported to the School's Designated Safeguarding Lead (DSL) who may involve the Local Authority, Social Services and police, as appropriate.

If you have any questions about this policy, please contact headspa@nwlandhouse.net

Annex A - Parental Consent Form for the Use of Images

We photograph and film pupils involved in school activities as well as achievements as an individual or team as a valuable record of life at Newland House School. These images or videos will be used for essential administrative purposes, displayed within the school premises, and shared within the school community via Firefly.

In addition, these images or videos may be displayed to the wider community via the school website and the school's social media channels. We may also use these materials for marketing purposes.

Images and videos will be carefully and sensitively chosen and will not be used out of context. Students will not be identified by name. Groups may be referred to collectively by year, House or team.

I give consent for the school to use photographs and videos and use them outside of the school community in the methods described above.

Yes

No

Note: If you have not consented to the use of photography and videos and we feel there is a unique opportunity where a pupil may miss out, we may contact you to ask for one-off consent.

We will use images for up to three years after a pupil has left the school.