

Photography Privacy and Consent

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1. Introduction

We are committed to safeguarding our community’s privacy and we recognise the importance of balancing the benefits of having photographic records of the wide variety of events that take place in the School environment, whilst protecting each individual pupil appropriately. We also recognise that we live in an age of increasing consumption of media and photography through a variety of channels.

Photography in schools is subject to GDPR regarding the rights of individuals to have information of a personal nature treated in an appropriate manner and the Human Rights Act 1998, protecting the privacy of individuals and families.

2. Scope and Definitions

‘Photography’ includes physical photographs, streaming media, video and digital imaging that is created using devices such as cameras, video cameras, phones, tablets and any other type of image capture device available now or in the future.

‘The School’ refers to Bilton Grange Preparatory School and covers all imagery across The Nest, Pre-Prep and Prep.

3. Purpose of the Photography and Consent

The purpose of this document is to set out, for our parents, Bilton Grange’s approach to the capture and use of images and photographs of children by school staff or those contracted by the School to capture imagery. Every individual capturing imagery must also comply with the School’s other relevant policies, including but not limited to:

- *Child Protection Policy*
- *Taking, Using & Storing Images of Children Policy*
- *Staff Conduct Policy*
- *Staff Use of Social Media Policy*
- *Staff Handbook*

Specifically, within the *Taking, Using & Storing Images of Children Policy* every reasonable effort is made to minimise any risk of inappropriate capture, distribution and storage of photos and images. This includes:

- Securing parental consent for the use of images of their children
- Ensuring that children and staff are appropriately dressed for any given activity/setting
- Ensuring that children's full names are not included alongside images in publically available material
- Ensuring that photographs are taken for legitimate School purposes only, and used in context
- Requiring any external film crews or photographers to be approved by the School and accompanied by staff
- Storing images securely and solely on the School network with appropriate access controls
- Wherever possible at the time of the shoot, the reason for the photography and the nature of any subsequent publication of photos is communicated to the pupil(s).

4. Image Capture in the School Environment

It is in the legitimate interest of the School to use photography internally, for procedural needs and to convey the many aspects of a Bilton Grange education. Unless we are notified otherwise we assume that image capture pertinent to the School environment is permitted for your child.

This imagery relates to the capture and publication of images within the close Bilton Grange community. This may include, but is not limited to: educational use, the School database, internal displays, team and School photos, arts performances and productions, school events and trips.

For the purpose of clarity and to ensure that no pupil is inadvertently excluded from participating fully in School life or is thereby unable to have his or her participation officially recorded, this also encompasses music and theatre programmes which are public facing. The School also reserves the right to film School productions, and to take photographs whilst on residential trips and to make these subsequently available to parents for viewing on closed media channels.

All images taken in this context of the School environment are stored securely and solely on the School network with appropriate access controls.

5. Consent to Photography for External Use – (School Promotional Activity)

Bilton Grange's aim is to ensure that all marketing material reflects School life in a way that is representative of the School's values and ethos. We recognise that in taking imagery of our pupils we add colour, life and interest to promotions that have the aim of raising the profile of the School its activities and initiatives. We actively seek to celebrate School-wide and individual pupil achievements.

The School is fully committed to using all such images responsibly. Promotional activity includes but is not limited to School publications, including to the prospectus and information booklets, the School website, open social media channels, press relations, media activity, videography, adverts and display material.

All photos taken are recorded securely for these purposes and used where required. Wherever possible, the School endeavours to refresh its marketing imagery within a three to five-year period so as to ensure that current pupils are represented and therefore the privacy of individual pupils respected.

Consent forms for External Use – (School Promotional Activity) - are kept on file by the School, which undertakes to ensure that all staff are aware of any pupils excluded from this consent.

6. Child's knowledge of consent

We request that parents discuss the issue of image consent with their child and that he or she has an awareness of parental wishes as this will help avoid any potentially awkward situations where a child without consent may be asked to step aside when a photograph is being taken. It will also help ensure in such cases that the child knows to make him/herself absent from photography scenarios, both at Bilton Grange and on trips away from School where external parties may have photographers.

7. Withdrawal of consent

An individual who has given consent may wish to withdraw that consent at a later date. If consent is withdrawn the individual must be advised that Rugby School Group cannot recall any publications or films in which their image appears. However once consent is withdrawn, no further use can be made of that individual's image and it should be deleted.

8. Distribution of Photographs to Parents

The School operates a policy of open communication and mutual trust with parents regarding photography and we welcome the sharing of official School news through social media channels. Photographs are shared in good faith across various channels and the School therefore requests that parents treat such photographs with respect, so that our safeguarding protocols are upheld and in the interest of any children or staff featuring within them.

In giving consent parents accept that once an image is shared with parents or other external parties, the School cannot be held responsible for the subsequent publication of that photograph. The School does, however, undertake to ensure that all photographs sent out by the School, either internally to its own community, or externally for promotional material, adhere to the policies of the School.

9. Public Places, Visitor and Parent Photography

As a rule, no visitor is permitted to use a camera (including a mobile phone's camera facility) whilst on School premises if pupils are in shot.

We recognise however that it is usual for our parents to want to take photographs and videos of their children at School events, concerts, matches and social occasions. The definition of a public place includes areas where a large number of visitors to the School have access and therefore it is not considered necessary to get permission of everyone in a crowd or action shot. In such scenarios the School again relies on mutual trust within its parental body and that photographs taken are respectful and taken in the interest of showing family and friends.

The School cannot police all photographs taken onsite by parents and visiting parents and as such cannot be held responsible for any such photos taken. We advise parents against the publication of any such photographs on the internet (e.g. on social media), and we may request parents to remove any such material if we deem it illegal, harmful or inappropriate in any way.

Should an image be taken by staff whereby a child is identifiable and consent for promotional use of such a photograph has not been granted, the School will of course do what it reasonably can to ensure that the image is not publicised.

Where groups of pupils are taken on trips, to other schools for joint educational initiatives or indeed host other pupils at events held at Bilton Grange, the member of staff in charge would be expected to flag up any pupils not cleared for photographic consent with the other parties, especially if the event is being filmed or photographed for promotional purposes.