

## **Policy On Photographic Images of Children at LVS Schools**

### **Applicable to All Staff**

The following policy must be adhered to for LVS Ascot, Hassocks and Oxford. It covers still, video and electronic photographic images.

Many photographs are taken every year, some for the purpose of recording events, for parent and pupil use and for promoting the schools. We need to ensure that we are both abiding by the law and preserving the safety of children. This policy covers two concerns 1) Rights of privacy and 2) Safeguarding.

The purpose of this policy is to make sure that all staff understand the issues and that necessary steps are taken to both satisfy parents intention to maintain the privacy of their child and that we never take photos that may be used in the future for misuse.

Also to ensure that all elements of the Photographic Policy are in line with the LTC Data Protection Policy [found here](#).

Please read and keep this policy. If you have any questions or would like any advice on the policy at any time in the future, please don't hesitate to speak to Marketing Manager or one of the School Heads.

### **1. Privacy and photos used for marketing**

Parents/guardians of all new pupils are given the option to say no to any photos of their child being used for promotional items, including the school website, school publications and press releases.

For LVS Ascot, Helpdesk maintains the list of those who opt out. For LVS Hassocks & LVS Oxford the Schools Administrator maintains the list. Please familiarise yourself with the list if you are intending to take pictures for this purpose.

Specific Areas of Use:

#### **Newspapers**

Where a parent has not opted out, full names can be included with photos sent to the press. Coverage is more likely with pictures and identification. The same applies where the press send their own photographer. Printed news is almost always additionally published online and in these instances the students full name will be used.

#### **School Digital/Online use (including websites, forums and social media) channels**

Here full names must not be used against photos of children, it is permissible to use only first names, on digital channels controlled by the school unless parental permission is given *e.g. where a parent contacts the school with news of their child's successes that they would like the school to highlight and celebrate.*

Staff should only use approved school social media channels (monitored by Marketing Department) for school posts. Access to the login details for these channels will be controlled

by the IT Department. Staff also need to bear this in mind on occasions when third parties may be taking photos, e.g. Sports fixtures at another school.

### Sharing

To meet our parents' desire to have access to the many photos taken, of their children, at school events and on school trips a Flickr account exists for each school. Access to the Flickr account to upload images will be controlled by the IT Department. Privacy Controls will be set so that access to the photos on [www.flickr.com](http://www.flickr.com) will be by invitation only.

## 2. Safeguarding

With the overall majority of staff's intention being to take and store photos for the benefit of education, it is easy to ignore the rules necessary for maintaining good practice. However, we are all too aware of high profile cases of misuse of images of children nationally. The point of this policy is to ensure that photos are only stored by staff for school purposes and only accessed by designated members of staff.

### 2.1 Taking and storing photographs

Where possible, all photos should be taken by designated members of staff and must only be downloaded onto school computers, accessible by these designated members of staff. Photos must NOT be held on personal cameras or downloaded onto personal computers, or other personal electronic devices. Where an external photographer has been employed all reasonable precautions should be made to ensure the security of the images taken. Whenever possible a 'pool SD Card' should be obtained and booked out from IT for use at events then returned to the IT department.

#### *LVS Ascot*

A storage file has been set up on the M drive with both Junior & Senior sections named

Senior School - <M:\Ascot\Senior School>

Junior School - <M:\Ascot\Junior School>

#### *LVS Hassocks*

A storage file has been set up on the M drive: <M:\Hassocks>

#### *LVS Oxford*

A storage file has been set up on the M drive: <M:\Oxford>

#### *Marketing*

A storage file has been set up on the M drive: <M:\Marketing>

Once images have been downloaded into the appropriate files above, they are to be destroyed from personal devices. Images must be kept securely and in accordance with our Data Protection policy (found [here](#)), then once downloaded into the appropriate folders (listed above), **must be securely deleted** from the device.

#### **CCTV**

Images should only be retained for a designated period, not normally longer than 60 days (unless retained for a specific incident). Refer to the Licensed Trade Charity CCTV Policy & Code of

Practice – [found here](#). Tapes must be held in secure storage and the images erased and the tapes reused. Images must be erased before disposal of a tape. CCTV images stored on a hard drive should also be erased after a designated period.

Cameras should not be sighted in toilets, changing rooms or other sensitive areas.

## **2.2 Retention of photos and film**

Images (photos and/or film) of students should be securely retained in line with current regulations. After that they should be deleted.

- Until the child is 25 for mainstream pupils
- Until the child is 30 for SEN pupils.

It is recommended images (photo and/or film) are used for marketing purposes only within 3 years or their being taken.

## **2.3 The nature of photos taken by staff**

- 2.3.1 Do not use any photographs of pupils out of context.
- 2.3.2 Do not use any photographs of pupils to illustrate sensitive or negative issues.
- 2.3.3 Before taking any photographs, ensure all pupils are appropriately dressed.
- 2.3.4 Please also ensure that photographs taken represent the diversity of the young people participating.
- 2.3.5 (Guidance Note regarding photography in/around Swimming Pools – Care should be employed when considering photography in and around swimming pools although we do not want to ‘ban’ it so that we can continue to celebrate student success in the pool. Generally shots should be shoulders and above, or consideration given to giving the young person the opportunity to cover up with a school t-shirt, towel if they wish.)

## **2.4 Pupils Photographing Each Other**

This can occur extensively during offsite activities particularly during residential periods. Staff should ensure photographs are appropriate and are responsible for monitoring pupil use of cameras on residential trips; parents are also responsible for subsequent use of the images. Mobile phone use (for photos/video) on residential trips should not be allowed in changing rooms, toilets, or bedrooms [as these rooms are used for changing].

For the Junior School all photos taken by children in school or on school activities must be relevant and appropriate and taken on school owned equipment. This is for the protection of staff and children.

- 2.4.1 Use of pupils photographing each other will also occur extensively in boarding houses. Staff should ensure that pupils do not take photos or video in toilets or changing rooms under any circumstances. Pupils must not take photos/video in bedrooms or dormitories unless the housemaster/mistress has given permission for a specific reason and notified the Deputy Head Pastoral of this reason. Boarding HMs must make boarding pupils aware of these rules and actively monitor children. The Deputy Head Pastoral should be notified of all incidents of pupils using cameras to take photos/videos in bedrooms, dormitories, toilets or changing rooms which have been considered intrusive, offensive or inappropriate. These will be recorded and dealt with accordingly.

2.4.2 Live video conferencing is allowed in Boarding Houses as long as all present have agreed it's acceptable at that time. No video conferencing may be recorded without the HM's permission.

**Last reviewed:** 10.10.2018  
**Reviewed by:** K. Olliver/P. Smith  
**Review no later than:** 10.10.2019