



OLD BUCKENHAM HALL

Brettenham Park
Ipswich, Suffolk, IP7 7PH
Website: www.obh.co.uk

Policy for Taking, Using and Storing Images of Children



OLD BUCKENHAM HALL

POLICY ON TAKING, USING & STORING IMAGES OF CHILDREN

THE DATA PROTECTION ACT RELATING TO PHOTOGRAPHS OF PUPILS

The Data Protection Act has limited application where photographs are taken at school occasions for private family use. It is photographs that are designed for publication, for example on the School's web site, or in its prospectus, that are subject to the Act, when the prior consent of the parent or guardian should be obtained. It warns that issues of copyright law can apply to private recordings of modern plays or concerts.

The School will be conscious of potential child protection issues, of the need to protect children's identities, and not to use images that could expose them to potential embarrassment or harassment.

INTRODUCTION

At Old Buckenham Hall school, we are an open and inclusive community that is very proud of all of the achievements of all of our pupils in their academic, artistic and sporting endeavours. We celebrate our diversity and give all of our many visitors a warm welcome.

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. We make full use of the electronic notice board inside the school to enhance our displays. Our web site is updated regularly, and all parents are sent our weekly obh.mail e-bulletin in order to keep them fully abreast with the news of our active community.

Pupils like to be photographed and to see their work displayed so we hope that parents will feel able to support the school by consenting to the school using images in the ways described herewith.

THE APPLICATION OF DATA PROTECTION LAWS TO TAKING, USING AND STORING IMAGES OF CHILDREN

Parents who accept a place for their child at OBH are invited to agree to the School using anonymous photographs of their child and information relating to his or her achievements for promotional purposes, which may be published in the prospectus or on the web site, as well as displayed within the premises, and in bulletins sent to the school community. The consent form that we use for this purpose is attached at Annex A. (Full details of the school's Data Protection Policy is on the website and also available on request).

USE OF IMAGES: DISPLAYS ETC

We will only use images of our pupils for the following purposes:

- Internal displays (including clips of moving images) on digital and conventional notice boards within the school premises,
- Communications with the school community (parents, pupils, staff, Governors and alumni) via sections of the school's web site,
- Marketing the school digitally through the website and through the school's prospectus which may include a DVD, through displays at educational fairs and other marketing functions both inside the UK and overseas and by other means.

USE OF IMAGES: INTERNAL IDENTIFICATION

All pupils are photographed on entering the school and, thereafter, annually, for the purposes of internal identification.

These passport-sized photographs are securely stored in the password-protected area of the staff database, where access is restricted to academic, pastoral and school office staff. Any parent who so requests will be sent a copy of his or her son or daughter's photograph.

IMAGES THAT WE USE IN DISPLAYS AND ON OUR WEB SITE

The images that we use for displays and communications purposes will not normally identify an individual pupil. Instead, they name the event, the term and year that the photograph was taken (for example, "First XV rugby team, Lent Term 2009"). We only use images of school activities, such as plays, concerts, sporting fixtures, prize-giving, school trips etc in their proper context. We never use any image that might embarrass or humiliate a pupil. It will also only use images of pupils who are suitably dressed. Pupils are always properly supervised when professional photographers visit the school. Parents are given the opportunity to purchase copies of these photographs.

STORAGE AND REVIEW

Our images are securely either in locked filing cabinets, or in a password protected section of the school's database and intranet. The intra net is only accessible to staff. They are reviewed annually and are deleted when no longer required. Parents are advised that the school will endeavour to ensure that images of their children will not be published in any new school material once they have left the school, with the exception of the relevant school magazine. Please note that the school's existing publications, website and archived material may contain these images.

We have a procedure in place for regularly checking and updating our web site in every school holidays, when expired material is deleted. We follow BECTA and Local Authority guidance on e-safety.

The school expressly prohibits the use of images on any external website (other than the school's own) such as YouTube, Twitter, Facebook (except the schools own page which is managed by a staff member), Flickr etc.

MEDIA COVERAGE

Although we do not always notify parents in advance when the press attend an event in which our pupils are participating, we will always try to contact the parents and guardians of children whose photographs we expect to be published. We will make every effort to ensure that children whose parents or guardians have refused permission for images of their children to be used are excluded from the event.

We will always complain to the Press Complaints Council (PCC) 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 most other staff are given guidance on the school's policy on taking, using and storing images of children.

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 and courtesy for the comfort of others.

We ask parents not to take photographs of other pupils on their own, without the prior agreement of that child's parents.

The school also asks parents not to take photographs of their child or his/her fellow pupils in the swimming pool or changing rooms.

Flash photography can disturb others in the audience, or even cause distress for those with medical conditions; we therefore ask that it is not used at indoor events.

Parents are also reminded that copyright issues may prevent us from permitting the filming or recording of some plays and concerts. We always print a reminder in the programme of events where issues of copyright apply.

We record all plays and concerts professionally (not just those where copyright applies). Copies of the DVDs and CDs are available for parents to purchase.

CCTV

OBH would like to inform parents that it has Closed Circuit Television Cameras (CCTV) installed on its main entry gates for the sole purpose of vehicle identification and recognition, for security reasons. OBH believes that CCTV offers improved security protection for both pupils and staff although it is by no means considered to be the school's only means of security surveillance.

CCTV is located at the main entry gates. It is NOT installed in classrooms, changing rooms or toilets. Notices are clearly displayed in the outside areas where CCTV is used. The data is stored on a dedicated hard drive, on a 14 day cycle.

OBH is registered with the Information Commissioner's Office and has an appointed data controller who is a member of the school's management team and who oversees all aspects of the use of surveillance CCTV within the school.

The school will respond to any 'Subject Access Requests' within 40 days of receipt of the correct request documentation.

Parents are assured that OBH does not stream images collected via CCTV to any third parties or outside agencies. Please note, however, that the school may be legally required to provide CCTV footage to the Police or other law enforcement agencies if requested.

TREATING OTHERS WITH RESPECT

Everyone has a right to feel secure and to be treated with respect, particularly the vulnerable. Harassment and bullying will not be tolerated. Our Anti-bullying policy is set out on the web site. The school is strongly committed to promoting equal opportunities for all, regardless of race, gender, gender orientation or physical disability.

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 the pastoral staff. The use of cameras on mobile phones is not allowed in washing and changing areas, or in the bedrooms of boarding houses, nor should photography 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.

MONITORING AND REVIEW

This Policy will be reviewed by the Business Manager, annually, or when there are changes in legislation.

A. Shropshire (Mrs)
Business Manager
Nov 2010

Reviewed Jan 2015

**CONSENT FORM:
PHOTOGRAPHY AND USE OF IMAGES OR RECORDINGS OF CHILDREN**

Name of child (Block Capitals) :	
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We/I have read the school's policy on taking, using and storing of images of children, and we/I agree that:

The school may use our child's image/recording on internal display boards (both digital and conventional) within the school.	Yes/No (<i>please indicate</i>)
The school may use our child's image/recording in material that is sent both electronically & by paper to the school community (parents, pupils, staff, Governors & alumni).	Yes/No (<i>please indicate</i>)
The school may use our child's image in printed material that is sent to prospective parents.	Yes/No (<i>please indicate</i>)
The school may use our child's image/recording on its web site and on marketing material.	Yes/No (<i>please indicate</i>)
The school may use our child's image and first name only in local/national press. <small>*please note that if an article is to focus on an individual, parents will be contacted prior to publication.</small>	Yes/No (<i>please indicate</i>)

This Consent Form is valid for:

The duration of our child's time at the School	Yes/No (<i>please indicate</i>)
Some shorter time – please specify	

We/I understand that the school will always try to inform us in advance when a visit by the media is expected.

We/I understand that we/I may revoke or amend this consent at any time by giving written notice to the school.

We/I agree to adhere to the school's Policy for the private use of cameras and recording equipment.

(Signature of Parent or Guardian)..... Print Name..... Date	
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