

TAKING, STORING AND USING IMAGES OF CHILDREN POLICY

At Westbrook Hay Prep 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. The school celebrates its diversity and gives all of its many visitors a warm welcome.

The school particularly welcomes parents to its 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. The school's website and intranet is updated regularly and all parents are sent weekly news emails in order to keep them fully abreast with the news of the school's active community.

From time to time the school may be visited by the media who may take photographs or film footage at a school event. Pupils will often appear in these images which may then appear in local or national media (press and/or TV).

The application of data protection laws to taking, using and storing images of children

Parents who accept a place for their child at Westbrook Hay Prep School are invited to agree to the school using anonymous photographs of their child and information relating to his/her achievements for promotional purposes which may be published in the prospectus, newsletters, local media, in social media or on the website, as well as displayed within the premises, and in bulletins sent to the school community. The consent form that the school uses for this purpose is attached at Annex A. Full details of the school's Data Protection Policy are available on request.

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.

Use of images: displays etc

Westbrook Hay Prep School will use photographic images of its pupils for the following purposes:

- Internal displays (including clips of moving images) on noticeboards within the school premises;
- Communications with the school community (parents, pupils, staff, Governors and alumni) via password-protected sections of the school's intranet;
- Marketing the school digitally through the website: through the school's prospectus which includes a DVD and video clips; social media and adverts in magazines and newspapers; displays in train station platforms and through various marketing functions and by other means.

Use of images: internal identification

A passport sized photograph is supplied on entry to the school for the purposes of internal identification and attached to the pupil file stored centrally in the School Office. The school will update the pupil's image in our management information system on a regular basis.

Images that the school uses in displays and on its website

The images that the school uses for displays and communications purposes does not identify an individual pupil by their full name. The child will be identified by their first name with the exception of significant achievement and with parental permission. Instead, they name the event, the term and year that the photograph was taken (for example, 'First XV rugby team' or Spring Term 2015'). The school only uses images of school activities, such as plays, concerts, sporting fixtures, prize-giving, school trips etc in their proper context. The school will 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.

Storage and review

Photographic images are stored on a server accessed by a network drive only available to the appropriate members of staff. The school's existing publications, website and archived material may contain these images.

Media coverage

Westbrook Hay Prep School will make every effort to ensure that children whose parents or guardians have refused permission for images of their children to be used are not photographed by the press when they visit the school.

The school 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 office staff are given guidance on the school's policy on taking, using and storing images of children. Staff are kept up to date with any changes and full details are kept on the pupil record on the school's database.

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.

The school asks 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 the school from permitting the filming or recording of some plays and concerts. The school always prints a reminder in the programme of events where issues of copyright apply.

Westbrook Hay Prep School records and photographs some plays, concerts and sporting events professionally (not just those where copyright applies). Copies of the photos, DVDs and CDs are available for parents to purchase.

In all cases, whether taken professionally or by themselves, we would remind parents that photographs are for private use only. Where they clearly show the name of the school or include children other than their own they should not be uploaded onto the internet, including and not limited to social media.

Use of cameras and recording equipment by staff

Pictures of pupils should only be taken by staff on Westbrook Hay owned and controlled equipment. Pictures should be stored in the appropriate drive on the school network and should be deleted from the device on which they were taken as soon as is appropriate. When staff are adding pictures to Social media they should be aware that some pupils may have restrictions on their image being used. If in doubt, a check should be made with the school office.

CCTV

Westbrook Hay Prep School would like to inform parents that it has Closed Circuit Television Cameras (CCTV) installed on its site for the sole purpose of surveillance for security reasons. Westbrook Hay Prep School 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. Prior to installation in 2014 Westbrook Hay Prep School conducted an impact assessment to ascertain the CCTV system's impact on privacy and it determined that its installation was justified.

At Westbrook Hay Prep School CCTV is located externally to school buildings. It is NOT installed in classrooms, changing rooms or toilets. Notices are clearly displayed in the outside areas where CCTV is used. These notices also indicate where information on the use of CCTV within our school can be obtained.

The Estate and Facilities Bursar of Westbrook Hay Prep School, who is a member of the school's management team, 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 Westbrook Hay Prep School 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

All pupils are encouraged to look after each other and to report any concerns about the misuse of technology or a worrying issue to a member of the pastoral staff. The use of cameras on iPads (Year 7 and Year 8) is covered by the Acceptable Use Policy for iPads. 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.