ARTS EDUCATIONAL SCHOOLS
Taking, Storing and Using Images of Pupils Policy

Document Title	Taking, Storing and Using Images of Pupils Policy
Maintained by	Headteacher, SLT, DoEEE, Institutional Designated Safeguarding Lead
Owned by	Institutional Designated Safeguarding Lead
Institutional/Directorate Policy	Day School and Sixth Form
Approved by	DSSF Board
Last Reviewed	November 2026
Next Review	November 2027

ArtsEd Day School and Sixth Form
Taking, Storing and Using Images of Pupils Policy

1. INTRODUCTION

This Policy is intended to provide information to pupils and their parents, carers or guardians (referred to in this policy as "parents") and any external visitor about how images of pupils are normally used by ArtsEd Day School and Sixth Form ("the School"). It also covers the School's approach to the use of cameras and filming equipment at School events and on School premises by parents and pupils themselves, and the media.

The main legislation in this area is the Data Protection Act 2018 and the Independent School Standards Regulations 2014. Relevant guidance which has informed this Policy includes:

- The Information Commissioner's Office (ICO) Code of Practice on Privacy Notices
- The ICO sector-specific guidance for Schools, universities and colleges
- The ICO's GDPR resources concerning education
- The ICO Code of Practice on CCTV
- The ICO's Guide to Data Protection
- The NSPCC's Using photographs of children for publication

It applies in addition to the School's parent contract, and any other information the School may provide about a particular use of pupil images, including e.g. signage about the use of CCTV; and more general information about use of pupils' personal data, contained in the School's Privacy Policy. Images of pupils from a safeguarding context are dealt with under the School's relevant safeguarding policies.

General points to be aware of:

- Certain uses of images are necessary for the ordinary running of the School; other uses are in the legitimate interests of the School and its community and unlikely to cause any negative impact on children. The School is entitled lawfully to process such images and take decisions about how to use them, subject to any reasonable objections raised.
- Parents who accept a place for their child at the School are invited to indicate agreement to the School using images of them as set out in this policy, by signing the School's parent contract. If additional consent is required for a specific image, then parents and/or the pupil will be approached to sign a consent form for that image. However, parents should be aware of the fact that certain uses of their child's images may be necessary or unavoidable (for example if they are included incidentally in CCTV or a photograph).
- By booking an event, course, programme, or attending an audition, the participant consents to be photographed or sound recorded and to the commercial use of such film or recording without any right to payment, unless any objection to being photographed or recorded has been indicated to the School by email prior to the event.
- We hope parents will feel able to support the School in using pupil images to celebrate the achievements of pupils, artistic and academic; to promote the work of the School; and for important administrative purposes such as identification and security.
- Any parent who wishes to limit the use of images of a pupil for whom they are responsible should contact the Headteacher in writing. The School will respect the wishes of parents (and indeed pupils themselves) wherever reasonably possible, and in accordance with this policy.
- Parents should be aware that, from around the age of 13 and upwards, the law recognises pupils' own rights to have a say in how their personal information is used – including images.

- The use of personal devices to capture images, photographs and video recordings is not permitted.

2. USE OF PUPIL IMAGES IN SCHOOL PUBLICATIONS

Unless the relevant pupil 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, including:

- On internal displays (including clips of moving images) on digital and conventional notice boards within the School premises;
- On communications with the School community (parents, pupils, staff, Governors and alumni) including by email, on the School intranet and by post;
- On the School's website and, where appropriate, via the School's social media channels, eg Instagram and Facebook, TikTok, You Tube, X, and LinkedIn. (Such images would not normally be accompanied by the pupil's full name without specific permission of the child, parent, DSL and Headteacher); and
- On the School's printed marketing materials, in online, press, email and other external marketing for the School. Such external advertising would not normally include pupil's names (and in some circumstances the School will seek the parent or pupil's specific consent, depending on the nature of the image or the use).

The images will predominantly be taken by the School's staff (who are subject to policies and rules in how and when to take such images – these may only be taken on ArtsEd devices), or a professional photographer used for marketing and promotional purposes (who enter into contractual agreements with the School), or occasionally pupils. The School will only use images of pupils in appropriate clothing and the images will be stored securely and centrally.

3. USE OF PUPIL IMAGES FOR IDENTIFICATION AND SECURITY

All full-time pupils are photographed on entering the School and, annually thereafter, for the purposes of internal identification. These photographs identify the pupil by name, year group, and form/tutor group.

CCTV is in use on School premises, and will sometimes capture images of pupils. Images captured on the School's CCTV system are used in accordance with the Privacy Policy and CCTV Policy.

4. USE OF PUPIL IMAGES IN THE MEDIA

Where practicably possible, the School will always notify parents in advance when the media is expected to attend an event or School activity in which School pupils are participating, and will make every reasonable effort to ensure that any pupil whose parent or carer has refused permission for images of that pupil, or themselves, to be made in these circumstances are not photographed or filmed by the media, nor such images provided for media purposes.

The media often asks for the names of the relevant pupils to go alongside the images, and these will only be provided where parents have been informed about the media's visit and either parent or pupil has consented as appropriate.

5. SECURITY OF PUPIL IMAGES

Professional photographers and the media are accompanied at all times by a member of staff when on School premises or are fully DBS and safeguarding trained by the School. The School uses only professional photographers with whom we have a contractual relationship.

The School takes appropriate technical and organisational security measures to ensure that images of pupils held by the School are kept securely on School systems, and protected from loss or misuse. The

School will take reasonable steps to ensure that members of staff only have access to images of pupils held by the School where it is necessary for them to do so.

All staff are given guidance on the School's Policy on Taking, Storing and Using Images of Pupils, and on the importance of ensuring that images of pupils are made and used responsibly, only for School purposes, and in accordance with School policies and the law.

6. USE OF CAMERAS AND FILMING EQUIPMENT (INCLUDING MOBILE PHONES) BY PARENTS

Parents are not permitted to take photographs of, or film, their children performing or in staged/posed photographs, or at School events and courses. This restriction exists to ensure that images of our pupils in the public domain on social media or blogs, portray the high standards for which the School is renowned. All vocational images taken of pupils by staff or photographers are subject to a strict internal approval process, to ensure they meet the required high standard.

Parents may be offered the opportunity to buy professional photographs of their children taken at School performances. This is offered on the agreement that no images bought by parents be published on- or offline without contacting the School.

Parents are asked not to take photographs of other pupils, except incidentally as part of a group shot, without the prior agreement of that pupil's parents.

Parents may not film or take photographs in changing rooms or backstage during School productions, nor in any other circumstances in which photography or filming may embarrass or upset pupils.

The School reserves the right to refuse or withdraw permission to film or take photographs (at a specific event or more generally), from any parent who does not follow these guidelines, or is otherwise reasonably felt to be making inappropriate images.

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.

The use of cameras or filming equipment (including on mobile phones) is not allowed in toilets, washing or changing areas, nor should photography or filming equipment be used by pupils in a manner that may offend or cause upset.

The misuse of images, cameras or filming equipment is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.

The use of personal devices to capture images, photographs and video recordings is not permitted.

8. USE OF CAMERAS AND FILMING EQUIPMENT BY VISITORS

Visitors to the School, including Trustees, must adhere to the same rules as Parents or members of staff outlined above.

Guests are not permitted to post material that they have recorded at an ArtsEd event or production.

External professionals to work with pupils on a variety of projects; they have contractual agreements with the School which makes clear the expectations in regard to the material that is collected and then used.