PINEWOOD

Est. 1875

TAKING, STORING AND USING IMAGES OF

PUPILS POLICY

A Whole School Policy including EYFS

Introduction

This Policy is intended to provide information to pupils and their parents, carers or guardians (referred to in this policy as "parents") about how images of pupils are normally used by Pinewood School ("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.

It applies in addition to the School's Parent Contract, Terms and Conditions, and any other information the School may provide about a particular use of pupil images, including signage about the use of CCTV; and more general information about use of pupils' personal data, for example in the School's Privacy Notice for the Whole School Community (Past and Present). Images of pupils in a safeguarding context are dealt with under the School's relevant safeguarding policies.

Certain uses of images are necessary for the ordinary running of the School and 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 agree to the School using images of the pupils as set out in this Policy, via the form provided on acceptance of a place. However, parents should also be aware of the fact that certain uses of their child's images may be necessary or unavoidable (for example if they are included accidentally in CCTV or a photograph).

We hope parents will feel able to support the School in using pupil images to celebrate the achievements of pupils, both sporting 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 Marketing Administrator in writing. The School will respect the wishes of parents/carers (and indeed pupils themselves) wherever reasonably possible, and in accordance with this Policy.

Parents should be aware that from 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.

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;
- in communications with the School community (parents, pupils, staff, Governors and alumni) including by email, on the School portal and by post;
- on the School's website and, where appropriate, via the School's social media channels, e.g. X, Instagram and Facebook. Such images would not be accompanied by the pupil's full name without permission;
- in online, press and other external advertisements for the School. Such external advertising would not include pupil's full names without permission 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;
- on occasions when images are taken for school use, they are uploaded to the internal Google Drive and any photos identified for publication are then added to a GDPR compliant cloud host called Planet e-stream, accessible only to current parents through Pinewood's interactive newsletter 'The Pigeon' or the photo galleries option available via each individual's My School Portal page, an internal facing communication programme used for all parents.

The source of these images will predominantly be the School's staff (who are subject to policies and rules in how and when to take such images) including the Marketing Officer and the Marketing Administrator for marketing and promotional purposes, the School's Professional Photographer, or staff/pupils in relation to school events, sports or trips. The School will only use images of pupils in suitable dress (e.g. not in bathing costumes or similar) and the images will be secured securely and on our GDPR Compliant cloud host Planet e-stream.

Use of Pupil Images for Identification and Security

All pupils are photographed on entering the School and, thereafter, in Years 3 and Years 6, for the purposes of internal identification. These photographs identify the pupil by name, year group, house 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 Notice for the Whole School Community and CCTV Policy.

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 be provided where parents have been informed about the media's visit and either parent or pupil has consented as appropriate.

Use of Pupil Images for Medical Reasons

Photographs of pupils collected in accordance with the above procedure, are used to highlight important information regarding medical conditions (including allergies) to inform and update staff. These profile images are securely displayed within designated staff-only areas (such as staffrooms and kitchens) and shared digitally with staff on Pinefo.

Security of Pupil Images

As part of our commitment to safeguarding, visitors are informed at sign-in that they are prohibited from using AI-capable wearables or equipment (such as smart glasses or cameras) or any unauthorised recording equipment while on site.

Professional photographers and the media are accompanied at all times by a member of staff when on School premises. The School uses only reputable professional photographers and makes every effort to ensure that any images of pupils are held by them securely, responsibly and in accordance with the School's instructions.

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.

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.

Teaching and Administrative Staff may use the School's mobile telephones and School's cameras to take photos or videos of pupils as per restrictions within Keeping Children Safe in Education (September 2026) in order to promote a social media presence.

Any photos taken should be uploaded to the school's shared google drive at the earliest opportunity and all material must then be deleted immediately from the device. The image or video taker should notify the Marketing Officer and Marketing Administrator of the whereabouts of the images for instance saved in the photos and videos drive. Further details can be found in the Social Media Policy. This policy applies to the Whole School including the EYFS.

In addition, and only when one of the School's mobile telephones or cameras are not available, designated staff may also take appropriate photos or videos of pupils using their own personal devices. In this situation, staff must upload these images, as soon as

reasonably possible, into a shared school folder, before permanently deleting them from their personal device. The list of the designated staff includes all Teaching staff (including Teaching Assistants), all Marketing staff and all Boarding staff.

Photographs taken of children partaking in certain and potentially compromising activities/locations (swimming, athletics, boarding dormitories etc.) must be taken with great care and sensitivity, with the children's modesty and safety in mind.

Use of Cameras and Filming Equipment (including mobile phones) by Parents

Parents, guardians or close family members (hereafter, parents) are welcome to take photographs of (and where appropriate, film) their own children taking part in School events, subject to the following guidelines, which the School expects all parents to follow:

- Parents are prohibited from using AI-capable wearables or equipment (such as smart glasses) or any unauthorised recording equipment while on site.
- 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 filming devices with consideration and courtesy for cast members or performers on stage and the comfort of others.
- Flash photography can disturb others in the audience, or even cause distress for those with medical conditions; the school therefore asks that it is not used at indoor events.
- 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 are reminded that such images are for personal use only. Images which may, expressly or not, identify other pupils should not be made accessible to others via the internet or social media (for example WhatsApp or Facebook), or published in any other way.
- Parents are reminded that copyright issues may prevent the School from permitting the filming or recording of some plays and concerts. The School will always print a reminder in the programme of events where issues of copyright apply.
- Parents may not film or take photographs in changing rooms or at the swimming pool (when children are in swimming costumes) 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.

The School sometimes records plays and concerts professionally or internally (or engages a professional photographer or film company to do so), in which case CD, DVD or digital copies may be made available to parents for purchase. Parents of pupils taking part in such plays and concerts will be consulted if it is intended to make such recordings available more widely.

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 staff.

The use of cameras or filming equipment (including on mobile phones) is not allowed in toilets or changing areas, or at the swimming pool, 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 in a way that breaches this Policy, or the School's Privacy Notice for the Whole School Community (Past and Present), Anti-Bullying Policy, Data Protection Policy, Computer Resources (Acceptable Use for Pupils) Policy, Safeguarding (Child Protection) Policy, E-Safety Policy, Keeping Children Safe in Education or the School Rules is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.

Reviewed by Sarah Martyn-Fisher, DSL
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