

Taking, Storing and Using Images of Children

Rossall School is an open and inclusive community that is very proud 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 electronic notice boards inside the school to enhance our displays. Our website is updated regularly, and all parents are sent our weekly e-newsletters in order to keep them fully abreast with the news of our active community.

The Application of Data Protection Laws to Taking, Using and Storing Images of Children

Parents who accept a place for their child at Rossall School 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 and of its Records Keeping Policy are 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)
- Marketing the school both digitally by web site, by prospectus which includes a DVD, by 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 identify the pupil by:

- Name
- Year Group and form/tutor group
- House

They are securely stored in either in locked filing cabinets or a 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 Website

The images that we use for displays and communications purposes never 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. 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. They are reviewed annually and are deleted when no longer required.

Media Coverage

We will always notify parents in advance when we expect the press to attend an event in which our pupils are participating, and 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 office 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. In the swimming pool, a register will be available for parents to sign, should they wish to take photographs of their own children. The register will record the pupil's name as well as the name and address of the relative.

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

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 can be viewed on the school website and a hard copy is available from Reception on request. 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.

Related Policies

- Child Protection Policy
- Checking Employees, Temporary Workers, Members of Council, Proprietors, Volunteers and Contractors
- Induction of New Staff, Members of Council and Volunteers in Child Protection
- Interaction with Pupils: Code of Conduct for Staff
- Policy for Pupils on Confidentiality
- Use of ICT, Mobile Phones and Other Electronic Devices
- Procedures when a Member of Staff, Volunteer, DSP or Headmaster faces Allegations of Abuse

Date of policy: September 2009

Review of policy: September 2010

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

Name of child (Block Capitals) :	
----------------------------------	--

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 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>)

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 contact 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 guidelines for the private use of cameras and recording equipment.

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