



# HOLMWOOD HOUSE

## TAKING, STORING AND USING IMAGES OF CHILDREN

At Holmwood House 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. Our web site is updated regularly and all parents are sent our weekly newsletters in order to keep them fully abreast with the news of our active community. We also use Social Media, such as Facebook and Twitter, to communicate school news.

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

Parents who accept a place for their child at Holmwood House 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 newsletters sent to the school community. The consent form that we use for this purpose is attached. (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, Board of Directors and alumni) via weekly newsletters and the website,
- Marketing the school both through the website and by prospectus.
- Social Media: Facebook and Twitter

## **USE OF IMAGES: INTERNAL IDENTIFICATION**

All pupils are photographed at yearly intervals, for the purposes of internal identification.

These passport-sized photographs identify the pupil by:

- Name
- Tutor Group
- Year Group
- Element

They 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 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, Autumn Term 2011"). 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 stored, either in locked filing cabinets, or in a password protected section of the school's database and network. They are reviewed annually and are deleted when no longer required.

## **MEDIA COVERAGE**

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 events where the media are present.

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.

Other than at matches, we ask parents not to take photographs of other pupils 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 record some plays and concerts professionally. Copies of the DVDs and CDs are available for parents to purchase.

## **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 available on the school website. 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 any member of 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 be 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.

Reviewed by: \_\_\_\_\_AJM\_\_\_\_\_

Date: April 2015



# HOLMWOOD HOUSE

## 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 in material that is sent both electronically & by paper to the school community (parents, pupils, staff, Board of Directors & alumni).	Yes/No ( <i>please indicate</i> )
The school may use our child's image in printed material that is sent to prospective parents (including the school magazine).	Yes/No ( <i>please indicate</i> )
The school may use our child's image/recording on its web site and on marketing material (including newsletter and social media).	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 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 .....