



Moorlands School

Guidance on Managing Images of Children

This guidance is intended to provide information to parents, carers, guardians and close family members (referred to in this guidance as "parents") about how images of students are normally used by Moorlands 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, staff and the external agencies.

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. Moorlands 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 Moorlands School are required to indicate if they do not agree to the School using images of him/her as set out in this guidance, or from time to time if a particular use of the student's image is requested.
- Moorlands School hopes that parents will feel able to support it in using student images to celebrate their achievements, both academic and co-curricular; to promote the work of the School; and for important administrative purposes such as identification and security.

Use of Student Images in School Publications

Unless a parent has requested otherwise, Moorlands School will use images of its students to keep the School community updated on the activities of the School, and for marketing and promotional purposes, including:

- on internal displays on digital and conventional notice boards within the School premises;
- in communications with the School community (parents, staff and Governors) including by email, on the school website and by post;
- on the School's website, Parent Portal, and, where appropriate, via the School's social media channels, e.g. Twitter, Instagram, Facebook, YouTube channel; in the School's prospectus, and in online, press and other advertisements for the School;

External advertising will not normally include student's names, any names used will be first names only;

- In media coverage, including coverage in the press where the full name of a child may be used. The media often ask for the names of the relevant students to go alongside the images, and these will be provided where parents have been informed about the media's visit and have consented to third party organisations being involved in a School event. In the case of organisations other than the school asking to take photographs of our students on

School activities both outside or within the school, the school staff involved will always take care to establish that the grounds for the request are reasonable and will supervise the photographs taken.

- The source of these images will predominantly be the School's employees, who are subject to policies and rules in how and when to take such images (see below), or a professional photographer taking images for marketing and promotional purposes. Moorlands School will only use images of students in suitable dress and settings, and the images will be stored securely and centrally.

Security of Student Images

- Professional photographers and visitors are supervised as required 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 students are held by them securely, responsibly and in accordance with the School's Data Processing and Data Sharing Agreements.
- Moorlands School takes appropriate technical and organisational security measures to ensure that images of students 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 employees only have access to images of students held by the School where it is necessary for them to do so.
- All the School's employees are required to have read and understood this Guidance on Taking, Storing and Using Images of Students, and understand the importance of ensuring that images of students are made and used responsibly.

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

Parents are welcome to take photographs or videos of their own children taking part in School activities and events, subject to the following guidelines, which the School expects all parents to follow:

- 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, and 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 students other than their own child, except incidentally as part of an action shot, without the prior agreement of that student's parents.
- Parents are asked not to post images of any child but their own, on any form of social media.
- Parents are reminded that such images are for personal use only.
- 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 the swimming pool area, changing rooms or backstage during school productions, nor in any other circumstances in which photography or filming may reasonably be expected to cause embarrassment or upset to pupils.
- Moorlands 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 uses professional agencies to record plays and concerts, in which case digital copies may be made available to parents for purchase. Parents of students taking part in such plays and concerts will be consulted if the School intends to make such recordings available more widely.
- In any other circumstances, mobile phones must not be being used by parents when pupils are present either in the school building or on the school grounds.

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

Members of staff are encouraged to take photographs and videos of students involved in school activities and events, both for educational purposes and as a record of achievement, subject to the following guidelines, which the School expects all staff to follow:

- Staff should avoid using any personal equipment to take photos or videos of students but should use devices belonging to the School.
- Staff should ensure that the student whose image is being taken is suitably dressed, and not in a pose which might intentionally cause them distress.
- Staff should take photos only for School purposes and not for personal use.
- Staff should upload images directly onto the School's computer network so that they may be kept securely.
- Images of students must never be uploaded to the personal social media accounts of a member of staff.
- Staff should only ever take or share images responsibly and in accordance with this guidance and other School policies, and with the law.
- Staff are also expected to intervene and challenge any member of the School community or visitor to the School whom they see making images of students in contravention of this guidance.

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