

Date of issue:	January 2017
Renewal date:	January 2018
Individual(s) responsible:	Mark Hudson, Head Teacher

Use of Imagery Policy

THE GARDENER GROUP OF SCHOOLS POLICY ON TAKING, USING & STORING IMAGAES OF CHILDREN.

The Gardener Group of Schools are an open and inclusive community that is very proud of all of the achievements of all of our Students in their academic, artistic and sporting endeavours. The school celebrates its diversity and gives all of its many visitors a warm welcome.

The Group particularly welcomes parents to its concerts, plays and sporting events as well as to more formal occasions during the school year. At each of our schools, the walls are decorated with examples of Students' work, team photographs and photographs of trips and expeditions in which our Students have participated. We make full use of electronic notice boards inside the school to enhance our displays. Each school's website is updated regularly and all parents are sent newsletters and eMail outs in order to keep them fully abreast with the news of the school's active community.

From time to time our schools may be visited by the media who may take photographs or film footage at a school event. Students will often appear in these images which may then appear in local or national media (press and/or TV).

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

Parents who accept a place for their child at one of our schools are requested to grant permission to the school using anonymous photographs of their child and information relating to his/her achievements for promotional purposes which may be published in the prospectus or on the website, as well as displayed within the premises, and in bulletins sent to the school community. Full details of the school's Data Protection Policy is available on request. -

Students like to be photographed and to see their work displayed so we hope that parents will feel able to support the school by consenting to the school using images in the ways described herewith:

USE OF IMAGES: DISPLAYS ETC

The Gardener Group of Schools will use photographic images of its Students for the following purposes:

- Internal displays (including clips of moving images) on digital and conventional noticeboards within the school premises;
- Communications with the school community (parents, Students, staff, Governors and alumni) via password-protected sections of the school's website;
- Marketing the school digitally through the website and through the school's prospectus through displays at educational fairs and other marketing functions [both inside the UK and overseas] and by other means.

USE OF IMAGES: INTERNAL IDENTIFICATION

All Students are photographed on entering the school and, thereafter, at two yearly intervals, for the purposes of internal identification on our data management system.

These passport-sized photographs identify the Student by:

- Name
- Year Group [and form/tutor group]

They are securely stored in the password-protected area of the school MIS 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 THE SCHOOL USES IN DISPLAYS AND ON ITS WEBSITE

The images that the school uses for displays and communications purposes should never identify an individual Student by their full name. Instead, they name the event, the term and year that the photograph was taken (for example, 'First XV rugby team' or 'Spring Term 2013') or just use a first name. The school only uses images of school activities, such as plays, concerts, sporting fixtures, prize-giving, school trips etc in their proper context. The school will never use any image that might embarrass or humiliate a Student. It will also only use images of Students who are suitably dressed. Students are always properly supervised when professional photographers visit the school. Parents may be given the opportunity to purchase copies of these photographs if deemed appropriate.

STORAGE AND REVIEW

Photographic images are stored securely either in locked filing cabinets or in a password-protected section of the school's servers/database. They are reviewed annually and are deleted when no longer required or when a Student leaves the school's group. Parents are advised that our schools will endeavour to ensure that images of their children will not be published in any new school

material once they have left the school. Please note that the school's existing publications, website and archived material may contain these images.

The storage of CCTV images will depend upon the server capacity but will be for no longer than a month and typically shorter period of time.

The schools have a procedure in place for regularly checking and updating their websites at least annually and usually in school holidays when expired or dated material is deleted.

The Board expressly prohibits the use of images on any external website (other than our school's own) such as YouTube, Twitter, Facebook, Flickr etc.

MEDIA COVERAGE

The Gardener Group of Schools will always notify parents in advance when they expect the press to attend an event in which our Students are participating and they will make every effort to ensure that children whose parents or guardians have refused permission for images of their children to be used are not photographed by the press.

Our Schools 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, under our child protection policy

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. Some production cannot be filmed under the licence agreement we may hold. Parents will be advised of this prior to the production.

We ask our parents not to take photographs of other Students on their own without the prior agreement of that child's parents. Furthermore, our parents are asked not to take photographs of their child or his/her fellow Students at swimming events or within changing rooms.

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 the school from permitting the filming or recording of some plays and concerts. The school always prints a reminder in the programme of events where issues of copyright apply.

The Gardener Group of Schools may make recordings all plays and concerts professionally (not just those where copyright applies). Copies of the DVDs and CDs may be made available for parents.

USE OF CAMERAS AND RECORDING EQUIPMENT BY STAFF

Staff may take images on school cameras for use within the school as described above. Images should be stored promptly in line with this policy. The use of personal mobile phones for the capturing of images is permissible provided that the images are moved to the school storage system as quickly as possible and deleted from the device immediately after they have been moved. The storage of student images on personal devices is strictly forbidden.

CCTV

The Gardener Group of Schools would like to inform parents that it has Closed Circuit Television Cameras (CCTV) installed on its premises for the sole purpose of surveillance for security reasons. The Group believes that CCTV offers improved security protection for both Students and staff although it is by no means considered to be the school's only means of security surveillance. Our Schools conducted an impact assessment to ascertain the CCTV system's impact on privacy and it determined that its installation was justified.

Within the group CCTV is located predominantly at the exterior entrance of each school and in the case of Kew House School, the cameras are situated in all entrance and exit points to the main building and each floor and in high risk or high value areas (eg.IT suites). It is NOT installed in classrooms (other than High value areas) or changing rooms. Cameras may be installed in toilets. This may be done to ensure the safety of students and to protect the facilities in these areas. These cameras are secured and cannot be repositioned. These cameras will not compromise the privacy in the cubicles or urinal areas. Notices are clearly displayed in the outside areas where CCTV is used. These notices also indicate where information on the use of CCTV within our school can be obtained.

The Gardener Group of Schools is registered with the Information Commissioner's Office and has an appointed data controller (Jessen Chen) who is a member of the school's management team and who oversees all aspects of the use of surveillance CCTV within the school. The data controller submits an annual written report on the school's use of CCTV and the data collected to the head-teacher and governors. Our site manager will oversee day to day operational issues and assist in producing the annual report. Such reports are provided on a more frequent basis if circumstances dictate i.e. if there has been a change in extent or usage of CCTV on the premises. The site manager

will only access footage with the express permission of the Headmaster or member of the SMT. There will be no routine monitoring of the cameras internally.

The school will respond to any 'Subject Access Requests' within 40 days of receipt a legitimate request and the correct formal request documentation

Parents are assured that our schools do not stream images collected via CCTV to any third parties or outside agencies. Please note, however, that the Group may be legally required to provide CCTV footage to the Police or other law enforcement agencies if requested.

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. The school's anti-bullying policy is set out and available on our website. The school is strongly committed to promoting equal opportunities for all regardless of race, gender, gender orientation or physical disability.

All Students are encouraged to look after each other and to report any concerns about the misuse of technology or a worrying issue to a member of the pastoral staff. The use of cameras on mobile phones is not allowed in washing, toilet and changing areas, 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.