

Taking, Storing and Using Images of Children policy

1. This Policy

- This policy applies to The Ladies' College, comprising Melrose (including the Pre-Preparatory department), the Senior School and the Sixth Form (together the “**College**”) and is intended to provide information to pupils of Melrose and students of the Senior School and the Sixth Form (together “**students**”) and their parents, carers or guardians (referred to in this policy as “**parents**”) about how images of students are normally used by the College. It also covers the College’s approach to the use of cameras and filming equipment at College events and on College premises by parents and students themselves, and the media.
- It applies in addition to the College’s terms and conditions and any other information the College may provide about a particular use of student images, including e.g. signage about the use of CCTV; and more general information about use of students’ personal data, e.g. the College’s Privacy Notice and its ICT policies. Images of students in a safeguarding context are dealt with under the College’s relevant Child Protection (Safeguarding) and other related policies. These are available to all colleagues (i.e. College staff) on our SharePoint site and to members of the public at: <https://www.ladiescollege.com/information/policies>.

2. General points to be aware of

- Certain uses of images are necessary for the ordinary running of the College; other uses are in the legitimate interests of the College and its community and unlikely to cause any negative impact on children. The College 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 College are invited to indicate agreement to the College using images of their child, as set out in this policy, via the relevant declaration in the form attached to this policy, and/or (from time to time) if a particular use of a student’s image is requested. However, parents should be aware of the fact that certain uses of their child’s images may be necessary or unavoidable (for example if they are included incidentally in CCTV or a photograph).
- We hope parents will feel able to support the College in using student images to celebrate the achievements of students, whether academic or co-curricular (including activities organised by other schools or organisations where participation is led by schools, including those activities that take place off site, such as activity holidays and off-island visits); to promote the work of the College; and for important administrative purposes such as identification and security.

- Any parent who wishes to change the use of images of a student for whom they are responsible should provide to the College an updated copy of the relevant declaration, as attached to this policy (which is also available, on request, from the relevant College reception). The College will respect the wishes of parents (and indeed students themselves) wherever reasonably possible, and in accordance with this policy. If parents do not return a declaration for their child, when requested by the College, we shall be entitled to rely on the most recent declaration (and any subsequent updates to it) that the College holds in relation to that student.
- Parents should be aware that, from around the age of 13 and upwards, the law recognises students' own rights to have a say in how their personal information is used – including images. Students in Upper Four, Lower Five, Upper Five and the Sixth Form will be asked to give consent themselves via the relevant declaration, in the form attached to this policy. If a student is asked to give their consent but does not return a declaration, when requested by the College, we shall be entitled to rely on the most recent declaration (and any subsequent updates to it) that the College holds in relation to that student.

3. Use of Student Images in College Publications

- Unless the relevant student or their parent has requested otherwise, the College will use images of its students to keep the College community updated about the activities of the College, and for marketing, promotional and fundraising purposes, including:
 - on internal displays (including clips of moving images) on digital and conventional notice boards within the College premises;
 - in communications with the College community (including parents, students, colleagues (including contractors), Governors, friends and alumni) including by email, via Parent Hub, RM Unify and by post;
 - on the College's websites and, where appropriate, via the College's social media channels, e.g. Twitter, Facebook, Instagram, LinkedIn and Vimeo. Such images would not normally be accompanied by the student's full name without permission;
 - in ILEX, weekly newsletters, bulletins or similar publications which may be issued on paper or be electronically accessible on one or more of the College's website or any website connected to the College, including The Ladies' College Guild and wider College community, or the College's digital archive; and
 - in the College's prospectus and in online, press and other external advertisements for, or any articles relating to, the College (whether for promotional, marketing or fundraising purposes). Such external advertising would not normally include students' names and, in some circumstances, the College will seek the parents' or student's specific consent, depending on the nature of the image or the use.
- The source of these images will predominantly be the College's colleagues (who are subject to policies and rules on how and when to take such images), or a professional photographer used for marketing and promotional purposes, or occasionally students. The College will only use images of students in suitable dress and the images will be stored securely and centrally.

4. Use of Student Images for Identification and Security

- All students are photographed on entering the College and, thereafter, at annual intervals, for the purposes of internal identification. These photographs identify the student by name, year group, House and Form/Tutor group.
- CCTV is in use on College premises and will sometimes capture images of students. Images captured on the College's CCTV system are used in accordance with the Privacy Notice, the CCTV Policy and any other information or policies concerning CCTV which may be published by the College from time to time.

5. Use of Student Images in the Media

- Guernsey-based media organisations are regularly invited to College events including prizegiving, concerts, Church services, charity activities and other day-to-day activities of the College (including Guild and PTA events). The College will make every reasonable effort to ensure that any student whose parent has refused permission for images of that student, or themselves, to be made in these circumstances, are not photographed or filmed by the media, nor are such images provided for media purposes.
- The media often asks for the names of the relevant students to go alongside the images, and these will be provided where this is considered relevant and appropriate.
- Students may be interviewed by media organisations, named and directly quoted in their reports, in print or on radio or TV, unless their parent has refused permission for that student to be interviewed.
- The College cannot be held accountable for the storage and further use of images and names released to the media under the authority of the original written consent provided by the parent.

6. Security of Student Images

- Professional photographers and the media are accompanied at all times by a colleague when on College premises. The College 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 College's instructions and agreement.
- The College takes appropriate technical and organisational security measures to ensure that images of students held by the College are kept securely on College systems and protected from loss or misuse. The College will take reasonable steps to ensure that colleagues only have access to images of students held by the College where it is necessary for them to do so.
- All colleagues are given guidance on this policy, and on the importance of ensuring that images of students are made and used responsibly, only for College purposes, and in accordance with College policies and the law.

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

- Parents, guardians or close family members (who are, in this paragraph, “**parents**”) are welcome to take photographs of (and, where appropriate, film) their own children only, taking part in College events. No pictures of other children should be taken at any time, including incidentally.
- The College may record plays and concerts professionally (or engage 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 students taking part in such plays and concerts will be advised if it is intended to make such recordings available more widely.

8. Use of Cameras and Filming Equipment by Students

- All students 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 within the pastoral team.
- The use of cameras or filming equipment (including on mobile phones) by students is not allowed within College (or otherwise on a College activity) without specific permission from a College member of staff.
- The misuse of images, cameras or filming equipment in a way that breaches this Policy or any of the College’s policies in relation to anti-bullying, data protection, relevant ICT matters including on e-safety and acceptable use, child protection (safeguarding) or the College Rules is always taken seriously and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy, as appropriate.

9. Use of Cameras and Filming Equipment (including mobile phones) by Colleagues

- Colleagues should be aware that there are restrictions on the use of images of some students. This information is stored on students’ records in RM Unify.
- Images of students should be stored on the College’s system and should not be stored on personal devices.
- When using digital images, colleagues should inform and educate students about the risks associated with the taking, use, sharing, publication and distribution of images. In particular, students should recognise the risks attached to publishing their own images on the internet e.g. on social networking sites.
- Colleagues are allowed to take digital/video images to support educational aims, but must follow College policies concerning the sharing, distribution and publication of those images. It is preferable that those images should be taken on College equipment. If personal equipment is used then the data should be removed as soon as possible.
- Care should be taken when taking digital/video images that students are appropriately dressed and are not participating in activities that might bring the individuals or the College into disrepute.

PARENT DECLARATION

Your declaration:

I understand that The Ladies' College will use the information I am supplying to enable my child(ren) to be educated at The Ladies' College. If I become aware that the College is holding inaccurate personal information, I have the right to have this information corrected or removed.

Should the agreement be different amongst your children, please submit separate forms.

I also give my informed consent to the College to:	Please tick all that apply.
Administer first aid to my child	
Include my child in College trips/activities <u>on island</u>, as part of the taught curriculum. (All other trips have specific informed consent requirements.)	
Include my child in College trips / activities on island as part of the wider curriculum. (All other trips have specific informed consent requirements.)	

I also give my informed consent to the College to include my child (or their work) in various school publications, displays and other media as below:

	Photo only	Named
College website		
Social media channels		
College prospectus		
Ilex – the College magazine		
Newspapers/news bulletins		
Weekly Bulletin/Newsletter		
College displays, videos, webcam recordings and other media		
Other publications linked to College		

We ask you to be aware that we have the facility to monitor / log individual access and use of websites and various search engines which are accessed using College systems.

Name of Child(ren)	Year Group

I also understand that the information I supply may be shared with the Education Services and other agencies involved with the health and welfare of children and young people, as a result of legitimate interest, and/or other schools (e.g. in relation to the Sixth Form Partnership), also as a result of a legitimate interest.

Please advise the College if you wish to change any of the consents you have provided in this Parent Declaration form, by completing, signing and returning a new Parent Declaration form to the College (by delivering it to the relevant College reception).

If we ask parents to complete and return a new declaration for their child and that declaration is not provided, when requested by the College, we shall be entitled to rely on the most recent declaration (and any subsequent updates to it) that we hold in relation to that pupil.

Signed:.....Parent/Guardian*

Date:.....

Please Print Name:.....

Signed.....Parent/Guardian*

Date:.....

Please Print Name:.....

* Please delete as applicable

STUDENT DECLARATION

Student Name: _____ Year Group: _____

Your declaration

I understand that the information which I am supplying will enable me to be educated at The Ladies' College. If I become aware that the College is holding inaccurate personal information, I have the right to have this information corrected or removed.

I give my informed consent for College to:	PLEASE TICK ALL THAT APPLY
administer first aid to me	
include me in College trips/ activities on island as part of the taught curriculum. (All other trips have specific informed consent requirements.)	
include me in College trips/ activities on island as part of the wider curriculum. (All other trips have specific informed consent requirements.)	

I also give my informed consent to the College to include me (or my work) in various school publications, displays and other media as below:

	Photo only	Named
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I also understand that the information I supply may be shared with the Education Services and other agencies involved with the health and welfare of children and young people, as a result of legitimate interest, and/or other schools (e.g. in relation to the Sixth Form Partnership), also as a result of a legitimate interest.

We ask you to be aware that we have the facility to monitor / log individual access and use of websites and various search engines which are accessed using College systems.

Please advise the College if you wish to change any of the consents you have provided in this Student Declaration form, by completing, signing and returning a new Student Declaration form to the College (by delivering it to the relevant College reception).

If we ask you to complete and return a new declaration and that declaration is not provided, when requested by the College, we shall be entitled to rely on the most recent declaration (and any subsequent updates to it) that we hold in relation to you.

Signed:Student

Date:

Please print name:.....