

Bradford Grammar School

Guidance on Managing Images of Children

This guidance applies to the Whole School

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

It applies in addition to the School's Parent Contract, and any other information the School may provide about a particular use of student images, e.g. signage about the use of CCTV, and more general information about use of students' personal data, e.g. the school's Parent and Pupil Privacy Notice. Images of students in a safeguarding context are dealt with under the school's relevant safeguarding policies and guidance documents.

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. The 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 the School are invited to indicate that they agree to the School using images of him/her as set out in this guidance, when they sign the Parent Contract and/or from time to time if a particular use of the student's image is requested. However, parents should be aware 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). It is in the School's legitimate interests to use and process images in this way in order to ensure the health and safety of the School population and also for security purposes.
- The 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.
- All parents are required to sign a Consent Form (Appendix 1) confirming when and where they give permission for their child to be photographed / filmed. Any parent who wishes to limit the use of images of a student has the opportunity to do so. The School will respect the wishes of parents and of the students themselves wherever reasonably possible, and in accordance with this guidance.
- Parents should be aware that, from the age of 12 and upwards, the law recognises that students may be sufficiently mature to make their own decisions about how their personal information is used, including images.

Use of Student Images in School Publications

- Unless a student or their parent has requested otherwise, the 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, students, staff, Governors and alumni) including by email, on the school intranet and by post;
 - on the School's website and, where appropriate, via the School's social media channels, e.g. Twitter, Instagram and Facebook;

- in the School's prospectus, and in online, press and other advertisements for the School, including externally facing alumni publications and fundraising literature. External advertising will not normally include student's names but in some circumstances the School will seek the consent of either parent or student (in the case of students in Years 9-13) depending on the nature/ use of the image;
 - in media coverage, including coverage in the press where the full name of my 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 either parent or student (in the case of students in Years 9 -13) has consented as appropriate;
 - by third party organisations 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, or occasionally students. The School will only use images of students in suitable dress and settings, and the images will be stored securely and centrally.

Use of Student Images for Identification and Security

- All students are photographed on entering the School and, thereafter, at two yearly intervals, for the purposes of internal identification. These photographs identify the student by name and form group.
- CCTV is in use on School premises and will sometimes capture images of students. Images captured on the School's CCTV system are only used in accordance with the CCTV Code of Practice.

Use of Student Images in the Media

- Where practicably possible, the School will always notify parents in advance when the media representatives are expected to attend an event or activity in which students are participating, and will make every reasonable effort to ensure that any student whose parents have refused permission for images of that student, or themselves, to be made in these circumstances is not photographed or filmed by the media, nor such images provided for media purposes. However, owing to the nature of these events this cannot be guaranteed.
- The media often asks 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 either parent or student (in the case of students from Years 9 -13) has consented as appropriate.

Security of Student Images

- Professional photographers and visitors from the media are accompanied at all times 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.
- The 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, only for School purposes, and in accordance with School policies and the law.

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 a group shot, without the prior agreement of that student's parents.
 - 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 students.
- The 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.

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

- Students are welcome to take photographs and videos of themselves and/or other students within School life, subject to the following guidelines, which the School expects all students to follow.
 - Students should only take images on their personal devices within the terms of the School's Mobile Phone Guidance.
 - Using images of any kind to bully, harass or intimidate others will not be tolerated at Bradford Grammar School and will constitute a serious breach of discipline.
 - The use of cameras or filming equipment (including on mobile phones) is not allowed in toilets, changing rooms or in the swimming pool area, nor should photography or filming equipment be used by students in a manner that may offend or cause upset.
- 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.

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 (if a member of staff uses a personal device to take an

image, it must be uploaded to the School system as soon as is reasonably practicable and deleted from the original device immediately).

- Staff should explain the purpose of the photograph or video to the student concerned.
 - 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.

Bradford Grammar School Parental Consent Form for the Making and Use of Images of Students

Pupil name:

Date of birth:

Parent(s)' name(s):

Full details of the School's policy on photography and filming of students can be found within the **BGS Guidance on Managing Images of Children**. Parents should also read the **BGS Privacy Notice (Parents and Pupils)**.

The School is confident that parents will support it in using individual and group 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.

Certain uses of images are necessary for the ordinary running of the School (such as ID cards for identity management and CCTV for security within the School premises). Other uses, such as formal team, year group and whole School photographs are in the legitimate interests of the School, which 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 School are invited to indicate below their consent for the School to use images of their child other than in the circumstances outlined above.

I consent for my child to be photographed / filmed in the following contexts during their time at Bradford Grammar School:

Consent given?	
Yes / No	on internal displays on digital and conventional notice boards within the School premises.
Yes / No	in communications with the School community (parents, students, staff, Governors and alumni) including by email, on the school intranet and by post, and in School publications (e.g. Hoc Age, The Bradfordian).
Yes / No	on the School's website and, where appropriate, via the School's social media channels (e.g. Twitter, Instagram, Facebook).
Yes / No	in the School's prospectus, and in online and other external advertisements for the School.*
Yes / No	in media coverage where the full name of the child may be used.**
Yes / No	by third party organisations involved in a School event.***

* Such external advertising will not normally include student's names but in some circumstances the School will seek the consent of either parent or student (in the case of students in Years 9 -13), depending on the nature / use of the image.

** 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 either parent or student (in the case of students in Years 9 -13) has consented as appropriate.

*** 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.

Parental signature(s):

Date:

PLEASE NOTE THAT YOU CAN CONTACT US IN ORDER TO AMEND AND/OR WITHDRAW YOUR CONSENT AT ANY TIME