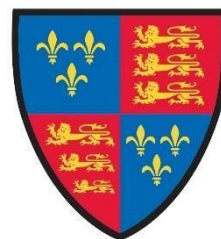




KING EDWARD VI FOUNDATION BIRMINGHAM

Educational excellence for our City



KING EDWARD VI ACADEMY TRUST BIRMINGHAM

Taking, Storing and Using Images of Children Policy

Responsible Board/Committee	Academy Trust and Foundation Board
Policy Type	Central Policy (Group A)
Policy Owner	External Relations
Statutory	Yes
Publish Online	Yes
Last Review Date	June 2025
Review Cycle	2 years This policy will not expire but will be reviewed as per it's designated cycle. This policy remains effective whilst the review is taking place and will only become non-applicable once the updated version has been approved.
Next Review Date	June 2027
Version	1

KING EDWARD VI FOUNDATION AND ACADEMY TRUST BIRMINGHAM TAKING, STORING AND USING IMAGES OF CHILDREN POLICY

1. This policy

The Schools of King Edward VI in Birmingham (the 'Charity') and King Edward VI Academy Trust Birmingham (the 'Academy Trust') (collectively the 'Foundation'), and all of the Foundation's schools, have a shared policy on the taking and publication of photographs and videos of pupils.

This policy is intended to provide guidance to staff and information to pupils and their parents, carers or guardians (referred to in this policy as 'parents') about how images (photographs and videos) of pupils are normally used by their school or the wider Foundation. It also covers our approach to the use of cameras, video and filming equipment at school events and on school premises by parents and pupils themselves, the media and other third party organisations.

It applies alongside any individual parent or pupil consent forms provided and should be understood in the context of any other information that one of our schools or the Foundation may provide from time to time about a particular use of pupil images, including e.g. signage about the use of CCTV, and more general information about use of pupils' personal data as contained within the Privacy Notice for Pupils.

Safeguarding and online safety issues are more specifically dealt with under our schools' safeguarding policies.

Staff are additionally subject to their own training (in accordance with their role) and any further guidance in this area that their school or the Foundation provides them with.

2. General principles of image use

Certain uses of images, including pupil images, are necessary for the ordinary running of the Foundation's schools, e.g. administration, identification, educational and curricular purposes (e.g. the filming of examined assessments in PE or Drama) and security. It may not be possible to object to such uses, although any concerns in this regard will be duly considered by the Foundation and its schools.

These uses are considered to be in the legitimate interests of the Foundation or an individual school and its community and unlikely to cause any negative impact on children. The Foundation and its schools are entitled lawfully to process such images and take decisions about how to use them, although objections may be raised and the school will seek to accommodate any reasonable concerns.

Our schools are inclusive and caring communities, and celebrating the achievements of pupils across all parts of school life is important to us. We hope parents will feel able to support their child's school and wider Foundation in using pupil images to celebrate the achievements of pupils and to promote the work of the Foundation and its schools. For any uses of images which might be considered more impactful, prominent or unexpected than usual – examples of which are set out further in this policy – we will seek specific consent from parents and, as appropriate, pupils.

Parents who accept a place for their child at a Foundation school are invited to indicate that they agree to the school and Foundation using images of him/her in non-essential ways as set out in this policy, by signing a copy of the general consent form at the end of this policy and from time to time if a particular use of the pupil's image is requested. Parents should be aware that certain uses of their child's images are necessary, e.g. administration, identification, education and curricular purposes and or security, or will be unavoidable, e.g. if they are included incidentally in CCTV.

Any parent who wishes to limit the use of images of a pupil for whom they are responsible should contact the pupil's school. This information will be shared with the wider Foundation if relevant, for example if images are due to be captured at a Foundation-wide event at which the pupil will be present. The school and wider Foundation will respect the wishes of parents (and indeed pupils themselves) wherever reasonably possible, and in accordance with this policy.

On occasions when images may be captured that are not non-essential for the running of the school (as per the examples in section 3), pupils for whom no image consent has been granted or where they or their parents have expressed a wish to limit the use of their images, will usually be asked to step out of shot. At largescale events, such as taking part in music or drama performances, competing at sporting events, being an audience member or participating in other group activities, they may be required to wear an identifier, such as a brightly coloured lanyard, which will enable them to be identified after the image has been captured and for their image to then be removed or blurred in the editing process.

Parents should be aware that, from around 12, the law recognises pupils' own rights to have a say in how their personal information is used – including images.

3. Use and publication of certain pupil images in Foundation (including individual school) publications (online and offline)

In accordance with any consents, notices or objections as may be applicable from time to time, the Foundation and its schools will use images of its pupils to keep its community updated on the activities of its schools and the wider Foundation, and for marketing and promotional purposes, including:

- On internal displays (including clips of moving images) on digital and conventional notice boards within our schools' premises or the Foundation Office
- In communications with our school communities and that of the wider Foundation (parents, pupils, staff, Governors and alumni), including via email, e-bulletin, intranet and post
- On our schools' and wider Foundation's websites and, where appropriate, via our schools' and wider Foundation's social media channels e.g. Instagram, Facebook, LinkedIn, YouTube or Vimeo. Such images would not normally be accompanied by a pupils' names without specific consent
- In our schools' prospectuses and other materials marketing our schools and the Foundation e.g. presentation slides, displays, brochures and flyers that may be used at events hosted by schools outside of the Foundation or other external organisations, and in online, press and other advertisements. Marketing and advertising materials would not normally include pupils' names without specific consent. In some circumstances, the school or wider Foundation will seek the parent's or pupil's specific consent for an image to be used, depending on the nature of the image or the use e.g. for a particularly impactful, prominent or unexpected external use of a close-up

photograph in an advert that is due to be placed in external media or an image that is likely to reach a very wide audience, such as a television advert.

Our policy in respect of image use is as follows:

- **Legitimate interests** will be relied upon for any uses which are either necessary (e.g. administration, identification, education and curricular purposes and security) or which fall within a scope of reasonably expected uses such as capturing an image of a pupil where their face cannot clearly be seen.
- The key effect of the school relying on legitimate interests is that parents and pupils may be entitled to object to such uses, although their specific consent will not be sought beforehand. Any objections will be duly considered by the school, but objections can be overridden by other factors: for example, uses which the school considers essential; or uses which create little or no risk of harm (including where children are not at risk of outside identification).
- **Consent** will be sought for other, non-essential uses of pupil images (as set out in the list above), either general consent (via the form later in this policy, which will typically be used when a child joins a school) or specific, ad hoc consent for the prominent or unexpected external use of an image (as described above).

The Foundation and its schools will take reasonable steps following any objection or withdrawal of consent but may not be able to recall or destroy printed materials. Any particular concerns or vulnerabilities relating to a pupil or their family should be drawn to their school's attention in advance. The safeguarding and best interests of pupils will remain the Foundation's priorities at all times.

The source of the images described above will predominantly be Foundation employees using school or Foundation equipment (who are subject to policies and training in how and when to take, store and use such images), a professional photographer used for marketing and promotional purposes, or occasionally pupils with the permission of their school (see section 8). When a professional photographer is used to take photographs on behalf of a school or the Foundation, this will be on the condition that they observe this policy.

4. Use of pupil images for identification, security and record keeping

All pupils are photographed on joining their school and, thereafter, at regular intervals, for the purposes of internal identification. These photographs identify the pupil by name, year group and form/tutor group.

Where CCTV is in operation on our schools' or wider Foundation premises, this CCTV will sometimes capture images of pupils. Images captured on these CCTV systems are used in accordance with the Privacy Notice for Pupils and the CCTV Policy.

Our schools may, at various points throughout a pupil's time at their school, have whole-school photographs taken as a record of the school community. Schools communicate the dates set for these photographs in advance to parents. Such photographs are typically available for parents to purchase. Parents should contact their child's school if they do not wish their child to participate in a whole-school photograph.

Our schools may also arrange for the taking of individual pupil portrait photographs that parents can purchase as a record of their time at the school. These photographs may be the same as those taken for internal identification purposes, or they may be different.

Schools will communicate to parents information about how to purchase whole-school photographs or individual pupil portrait photographs, including which organisation is facilitating the sale (e.g. a professional photography company).

5. Use of pupil images in the media and by other external organisations

Our schools and the Foundation will give proper consideration to the interests of pupils when deciding whether to allow the media and other external organisations (e.g. project partners) to take photographs or to film.

When the media or other external organisations are allowed to be present in school or at school events, this will be on the condition that they observe this policy.

Where practically possible, our schools will always notify parents in advance when the media or other external organisations are expected to attend an event or school activity in which pupils are participating, and will make every reasonable effort to ensure that any pupil whose parent has refused permission for images of that pupil, or themselves, to be made in these circumstances are not photographed or filmed by the media or external organisations, nor such images provided for use by the media or external organisations.

The media may ask for the names of the relevant pupils to go alongside the images, and these will be provided only when parents have been informed about the media's visit and either parent or pupil has specifically consented to the sharing of their name, for an appropriate and necessary purpose.

We will always complain to the Independent Press Standards Organisation (IPSO) if the media fails to follow the appropriate code of practice for the protection of young people, including the children of celebrities.

6. Security of pupil images

Professional photographers, the media and the representatives of external organisations are accompanied at all times by a member of staff when on school or Foundation premises. We use only reputable professional photographers and make every effort to ensure that any images of pupils are held by them securely, responsibly and in accordance with our instructions.

The Foundation and our schools take appropriate technical and organisational security measures to ensure that images of pupils held by the school are kept securely on school systems, and protected from loss or misuse. We take reasonable steps to ensure that staff only have access to images of pupils held by the school where it is necessary for them to do so. Any external processors of pupil images, such as designers, print houses and advertising agencies, are engaged only for lawful purposes consistent with those set out in this policy, and subject to proper due diligence and contractual protections.

All staff are given guidance on this Policy on Taking, Storing and Using Images of Pupils, and on the importance of ensuring that images of pupils are made and used responsibly, only for school purposes, and in accordance with our policies and the law.

Pupils are given training on their own privacy online and with their peers, including image use and social media safety.

Pupil images will not be kept for longer than necessary in accordance with the Foundation's Data Protection Policy and Data Processing Procedures. Images with historical significance for a school or the Foundation may be retained indefinitely as Archive material by the school

and / or Foundation Archive. This is permitted under GDPR, which recognises the public interest in preserving historical records.

7. Use of cameras and filming equipment (including mobile phones) by parents

Parents or other close family members (hereafter 'parents') are welcome to take photographs of (and, where appropriate, film) their own children taking part in school events, subject to any specific rules or advice that their children's school sets for a particular event. For example, a school may prohibit the taking of images at indoor events to avoid disrupting the event, causing distress to those with medical conditions affected by flash photography or, in the case of some plays and concerts, for copyright reasons which will be referenced in the event programme. For events at which parents are not permitted to take their own images, the school may share images after the event.

Where parents are permitted to take images, parents should always be mindful of the need to use their cameras with consideration and courtesy for the comfort of others.

Parents are asked not to take photographs of other pupils, without the prior agreement of other pupils' parents.

Parents are reminded that the images they take are for personal use only. Images which may, expressly or not, identify other pupils should not be made accessible to others online (for example on social media, websites, text or WhatsApp), or published in any other way.

Parents may not film or take photographs in any circumstances in which they may embarrass or upset pupils, by reference to their dress, activity or any other factor.

Our schools and the Foundation reserve the right to refuse or withdraw permission to film or take photographs, at a specific event or more generally, either for all attendees/parents (e.g. where a safeguarding risk to an individual child has been identified) or from any individual parent who does not follow these guidelines, or is otherwise reasonably felt to be making inappropriate images.

Should remote video provision at home (for example by Microsoft Teams or a similar platform) be required or facilitated by the school in any context, specific guidelines and instructions will be provided to ensure privacy and safety, including around dress and the recording of video.

8. Use of cameras and filming equipment (including mobile phones) by pupils

Everyone has the right to feel secure and to be treated with respect, as per our schools' Anti-Bullying Policies.

All pupils 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.

The use of cameras or filming equipment by pupils is not allowed without the prior consent of a member of staff and, where it is permitted, the taking of images should not offend or cause upset to other pupils.

The misuse of images, cameras or filming equipment in a way that breaches this policy and any other related guidance is always taken seriously and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate. Reference should be made to our schools' other relevant policies, for example around the use of mobile phones and electronic devices.

Annex a

Image consent form for non-essential uses

Name of child:

School:

I understand that the school and wider Foundation may wish to use my child's image for the following non-essential purposes:

- On internal displays (including clips of moving images) on digital and conventional notice boards within our schools' premises or the Foundation Office
- In communications with our school communities and that of the wider Foundation (parents, pupils, staff, Governors and alumni), including via email, e-bulletin, intranet and post
- On our schools' and wider Foundation's website and, where appropriate, via our schools' and wider Foundation's social media channels e.g. Instagram, Facebook, LinkedIn, YouTube or Vimeo. Such images would not normally be accompanied by pupils' names without specific consent
- In our schools' prospectuses and other materials marketing our schools and the Foundation e.g. presentation slides, displays, brochures and flyers that may be used at events hosted by schools outside of the Foundation or other external organisations, and in online, press and other advertisements. (Marketing and advertising materials would not normally include pupils' names without specific consent. In some circumstances, the school or wider Foundation will seek the parent's or pupil's specific consent for an image to be used, depending on the nature of the image or the use e.g. for a particularly impactful, prominent or unexpected external use of a close-up photograph in an advert that is due to be placed in external media or an image that is likely to reach a very wide audience, such as a television advert.)

Please tick one of the following options.

Yes [], I consent to non-essential school and Foundation use of my child's image in line with the purposes set out above.

No [], I object to non-essential school and Foundation use of my child's image in line with the purposes set out above.

Our schools and the Foundation may seek specific consent for the use of images not covered by the above from time to time. You may withdraw consent at any time in the future by contacting your child's school. Please be aware that it may not be possible to change already-printed publications, for example where we have placed an advert or provided an image to the media, based on a prior consent.

Name of parent or guardian:

Address:

Signed:

Date:

Annex b

Use of your image by the school or Foundation

Dear [pupil's name]

In line with our Taking, Storing and Using Images of Children Policy, the school or Foundation wishes to use your image or photograph in the following manner:

[Description of use]

Please indicate below if you understand the above and are happy to consent for the time being to your image being used in this way.

You do not need to sign this form if you do not agree. Please consult a member of staff if you have any concerns or questions about how an image may be used. You may withdraw your consent at any time in the future, but please be aware that it may only be possible to remove online images and the school or Foundation cannot change printed materials once published.

Yes, I agree – please sign to confirm

Name:

School:

Signature:

Please be aware the school or Foundation will not always seek your permission to use photographs and video, for example where it is necessary for the running of the school e.g. administration, identification, education or curricular purposes or security, or where prior general consent for image use has been granted. Please see the Pupil Privacy Notice for further details.

Annex c

Use of your child's image by the school or Foundation

Dear [parent name]

In line with our Taking, Storing and Using Images of Children Policy, the school or Foundation wishes to use your child's image or photograph in the following manner:

[Description of use]

Please indicate below if you understand the above and are happy to consent for the time being to your child's image being used in this way.

You do not need to sign this form if you do not agree. Please consult us if you have any concerns or questions about how an image may be used. You may withdraw your consent at any time in the future, but please be aware that it may only be possible to remove online images and the school or Foundation cannot change printed materials once published.

Yes, I agree – please sign to confirm

Name of child:

School:

Name of parent or guardian:

Address:

Signature:

Please be aware the school or Foundation will not always seek your permission to use photographs and video, for example where it is necessary for the running of the school e.g. administration, identification, education or curricular purposes or security, or where prior general consent for image use has been granted. Please see the Pupil Privacy Notice for further details.