

Taking, Storing and Using Images of Children Policy

1. This Policy

- This policy applies to The Ladies' College, comprising Melrose (including the Pre-School), 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 consent materially in the form attached to this policy and made available either in the College management information systems or, on request, from the relevant College reception. 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 consent, materially in the form attached to this policy (which is available either in the College management information systems or, 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 consent form for their child, when requested, the College 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 form, materially in the form attached to this policy. If a student is asked to give their consent but does not return a form, when requested, the College shall be entitled to rely on the most recent consent form (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 other management information systems and by post;
 - on the College's websites and, where appropriate, via the College's social media channels, e.g. X (formally known as 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 the student or their parent (as the case may be) 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 a written consent provided by the parent or student (as the case may be).

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 (in this paragraph, “**parents**”) are welcome to take photographs of (and where appropriate, film) their own children taking part in College events, subject to the following guidelines, which the College 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, or even cause distress for those with medical conditions; the College therefore asks that it is not used at indoor events.
 - Parents are asked not to take photographs of other students, 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. Images which may, expressly or not, identify other students should not be made accessible to others via the internet (for example on Facebook), or published in any other way.
 - Parents are reminded that copyright issues may prevent the College from permitting the filming or recording of some plays and concerts. The College will always print a reminder in the programme of events where issues of copyright apply.
 - Parents may not film or take photographs in changing rooms or backstage during school productions, nor in any other circumstances in which photography or filming may embarrass or upset students.
- The College 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 College sometimes records plays and concerts professionally (or engages 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 consulted 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. Photography and filming equipment should not be used by students in a manner that may offend or cause upset.
- 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 our management information systems.
- 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.

**THE LADIES' COLLEGE
PARENTAL CONSENT FORM (USE OF IMAGES)
USE OF IMAGES OF CHILDREN BY THE COLLEGE**

Dear Parent

The Ladies' College (the "College") makes various uses of images of pupils in Melrose (including the pre-school) and students in the Senior School and the Sixth Form (together "students") during their time at school.

Some of these are necessary for administration and the safety of students, such as CCTV. College media uses, including photos of students at work or playing games, may include the College website(s), on its social media channels (where appropriate), or as part of a College prospectus or Ilex magazine, or as part of a College weekly bulletin or a newsletter, College displays, or as part of College videos, webcam recordings or other media, or other publications linked to College, or in newspapers and news bulletins. Further details and points to be aware of are in the Taking, Storing and Using Images of Children Policy available on the College website or from the Bursar.

Please indicate below if you consent, for the time being, to your child's image being used in College media, together with their first or full name as appropriate. Where appropriate (owing to the age of the student or nature of the use), we will also seek the verbal or written consent of a particular student before publishing any image where that student is a particular focus of the shot, or identified by name, but not usually when included as part of a larger group or team shot.

FULL NAME OF CHILD: _____

Tick []

YES, I consent to my child's image being used in College media in the manner described.

You may withdraw consent at any time in the future, subject to completing, signing and returning the notice at the bottom of this form to the College, by delivering it to the relevant College reception or through the College information system. If you object to such uses until further notice, please indicate below. In ensuring we can give effect to your wishes, it will also assist us if you are able to give reasons.

OR:

Tick []

NO, I object to all non-essential uses of my child's image without specific consent.

Please give reasons [optional]: _____

Please be aware that objecting as above will not necessarily mean that the College will not continue to process images of your child that are either necessary for administration of the College, or separately consented by you or your child, or where the College requires it and is otherwise lawfully entitled to do so. 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 in a photograph or image which may be provided for media purposes). Please note that it may not be possible to change printed publications, such as the College magazine or prospectus, or third party publications (for example, where the College has placed an advert or provided an image to a newspaper). **Please**

see the College's Privacy Notice, CCTV Policy, Data Protection Policy and Taking, Storing and Using Images of Children Policy for further details, or enquire with the Bursar.

Please note that if the College asks you to complete and return a new consent form for your child and that consent form is not provided when requested, the College shall be entitled to rely on the most recent consent form (and any subsequent updates to it) that the College holds in relation to your child.

NAME AND ADDRESS OF PARENT: _____

Signed: _____ **Date:** _____

**THE LADIES' COLLEGE
STUDENT CONSENT FORM (USE OF IMAGES)
USE OF IMAGES OF CHILDREN BY THE COLLEGE**

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Some of these are necessary for administration and the safety of students, such as CCTV. College media uses, including photos of students at work or playing games, may include the College website(s), on its social media channels (where appropriate), or as part of a College prospectus or Ilex magazine, or as part of a College weekly bulletin or a newsletter, College displays, or as part of College videos, webcam recordings or other media, or other publications linked to College, or in newspapers and news bulletins. Further details and points to be aware of are in the Taking, Storing and Using Images of Children Policy available on the College website or from the Bursar.

Please indicate below if you consent, for the time being, to your image being used in College media, together with your first or full name as appropriate. Where appropriate (owing to the age of the student or nature of the use), we will also seek the verbal or written consent of a particular student before publishing any image where that student is a particular focus of the shot, or identified by name, but not usually when included as part of a larger group or team shot.

Tick []

YES, I consent to my image being used in College media in the manner described.

You may withdraw your consent at any time in the future, subject to completing, signing and returning the notice at the bottom of this form to the College, by delivering it to the relevant College reception or through the College information system. If you object to such uses until further notice, please indicate below. In ensuring we can give effect to your wishes, it will also assist us if you are able to give reasons.

OR:

Tick []

NO, I object to all non-essential uses of my image without specific consent.

Please give reasons [optional]: _____

Please be aware that objecting as above will not necessarily mean that the College will not continue to process your images that are either necessary for administration of the College, or separately consented by you, or where the College requires it and is otherwise lawfully entitled to do so. Students should be aware of the fact that certain uses of their images may be necessary or unavoidable (for example, if they are included incidentally in CCTV or in a photograph or image which may be provided for media purposes). Please note that it may not be possible to change printed publications, such as the College magazine or prospectus, or third party publications (for example, where the College has placed an advert or provided an image to a newspaper). **Please see the College's Privacy Notice, CCTV Policy, Data Protection Policy and Taking, Storing and Using Images of Children Policy for further details, or enquire with the Bursar.**

Please note that if the College asks you to complete and return a new consent form and that consent form is not provided when requested, the College shall be entitled to rely on the most recent consent form (and any subsequent updates to it) that the College holds in relation to you.

NAME AND ADDRESS OF STUDENT: _____

YEAR GROUP: _____

Signed: _____ **Date:** _____