



Taking, Storing and Using Images of Children Policy

Policy Title:	Policy on Taking, Storing and Using Images of Children
Last Review:	August 2025
Next Review:	August 2026
Responsibility:	DSL, Headmaster
Other relevant policies:	Privacy Notices Safeguarding Child Protection Policy

This policy applies across the whole School including the Early Years Foundation Stage (EYFS).

Introduction

This Policy is intended to provide information to pupils and their parents, carers or guardians (referred to in this policy as 'parents') about how images of pupils are normally used by West House School ('the School'). It also covers the School's approach to the use of mobile phones, cameras and all electronic devices with imaging and sharing capabilities at school events and on school premises by parents, visitors and the media.

It applies in addition to the School's terms and conditions, and any other information the School may provide 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, e.g. Privacy Notice.

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 agree to the School using images of their child as set out in this policy (via the School's terms and conditions). 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). We hope parents will feel able to support the School in using pupil images to celebrate the achievements of pupils, promote the work of the School, and for important administrative purposes such as identification and security.

However, any parent who wishes to limit the use of images of a pupil for whom they are responsible should indicate so by informing the school in writing or via email secretary@westhouseprep.com addressed for the attention of the Headmaster

Should any parent wish to change their permission status later, they should, again, contact the school in writing or via email addressed for the attention of the Headmaster. The School will always respect the wishes of parents/carers (and pupils themselves) where reasonably possible, and in accordance with this policy.

Early Years Foundation Stage (EYFS): Nursery and Reception

Visitors (including parents), staff and children may not use their own mobile phones, cameras or any electronic device with imaging and sharing capabilities to capture images or recordings within our Early Years Foundation Stage (Nursery to Reception).

Staff authorised by the School may capture (on secure, authorised devices) images and recordings for the purpose of recording and monitoring pupil progress, including sharing these with parents via applications such as 'Family'.

Parents should be aware that their child may appear in the background of other pupils' photos on Family. These photos should not be shared further by parents.

Due to the presence of EYFS children, members of staff working in our EYFS must not have their personal mobile phone, their own camera or any electronic device with imaging and sharing capabilities in their possession during the school day whilst in the presence of pupils. Such devices should remain in a secure location in the staffroom or EYFS office.

Use of pupil images for educational purposes

The School may use images of pupils to support and record their educational progress and development. In particular, images may be recorded of pupils and their work in the Early Years Foundation Stage (EYFS). These images may be uploaded to a secure third-party website. Further information can be obtained from the School.

Use of pupil images in school publications

Unless the relevant pupil or their parent has requested otherwise, the School will use images of the pupils to keep the School community updated on the activities of the School, and for marketing and promotional purposes, including:

- on internal displays
- in communications with the School community (parents, pupils, staff, Governors and West House Old Boys) including by email, on the Engage Portal and by post;
- on the School's website and, where appropriate, via the School's social media channels, e.g. Twitter, Facebook and Instagram. Such images would not be accompanied by the pupil's full name; and
- in the School's prospectus, and in online, press and other external advertisements for the School. Such external advertising would not include pupils' names. The School will usually seek the parent's or pupil's specific consent depending on the nature of the image or the use.
- The source of these images is predominantly our Marketing Manager, or staff in relation to School events, sports or trips. The School will only use images of pupils in suitable dress.

Use of pupil images for identification and security

All pupils, irrelevant of whether photographic consent has been given or not, are photographed on entering the School and, thereafter, at appropriate intervals, for the purposes of internal identification. These photographs identify the pupil by name, year group, house and class group. These photographs may be shared with our School's catering team, but will not be shared outside of the school further.

CCTV is in use on School premises and will sometimes capture images of pupils.

Images captured on the School's CCTV system are used in accordance with the School's Privacy notice and CCTV policy.

Use of pupil images in the media

Where practicably possible, the School will always notify parents in advance when the media is 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 or carer has refused permission for images of that pupil, or themselves, to be made in these circumstances are not photographed or filmed by the media, nor such images provided for media purposes.

The media normally asks for the names of the relevant pupils to go alongside the images, and these will be provided where parents have been informed about the media's visit and either parent or pupil has consented as appropriate.

Security of pupil images

Professional photographers and the media are always accompanied 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 pupils are held by them securely, responsibly and in accordance with the School's instructions. Professional photographers will be requested to sign a declaration (**Appendix 1**) to confirm that any images or videos taken by

them will not be used other than for the purposes agreed with the School, and that they will not retain those images after their contract with the School has been fulfilled.

The School takes appropriate technical and organisational security measures to ensure that images of pupils held by the School are kept securely, and protected from loss or misuse, and in particular will take reasonable steps to ensure that members of staff only have access to images of pupils held by the School where it is necessary for them to do so.

All staff are given guidance on this policy and on the importance of ensuring that images of pupils are made and used responsibly, only for School purposes, and in accordance with the School's policies and the law.

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

Parents, guardians or 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 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.

- In particular, flash photography can disturb others in the audience, or even 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 other pupils, except incidentally as part of a group shot, without the prior agreement of that pupil's parents.
- Parents are reminded that such images are for personal use only. Images which may, expressly or not, identify other pupils 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 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 changing rooms or backstage during School productions, nor in any other circumstances in which photography or filming may embarrass or upset pupils.
- 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 records plays and concerts professionally (or engages a professional photographer or film company to do so), in which case copies of the DVDs, CDs or digital copies may be made available to parents for purchase. Parents of pupils taking part in such plays and concerts will be consulted if it is intended to make such recordings available more widely.

Use of mobiles, cameras and recording equipment by members of staff

Members of staff should not use their own mobile phones, cameras and recording devices in the presence of pupils, wherever possible. Where personal devices are used by members of staff to take images and/or video of pupils for reasonable school use, the reason should be explained clearly to those present and these should be deleted immediately once uploaded to the School's network. Likewise, when a device is used for educational purposes, such as searching for content relating to a specific lesson, the use should be made perfectly clear to those present. Under no circumstances should personal mobile devices be used by members of staff on active duty for personal means such as texting, accessing WhatsApp or carrying out personal internet searches.

In our EYFS department, the use of personal devices is not permitted under any circumstances due to the presence of EYFS children. Recording devices issued by the School can be used for the taking of images and recordings.

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DECLARATION for External photographers

I, _____

(full name)

Of, _____

(organisation name and address)

confirm that I have read and understood West House School ***Taking, Storing and Using Images of Children Policy***.

By signing this declaration, I confirm that neither myself nor any other employee of my organisation will print, copy or share any images or videos taken at the request of West House School with any other individual or organisation by any means, including through the use of social media or for our own marketing or promotional purposes.

I also confirm that, once we have fulfilled our contract with West House, neither myself or any other employee of my organisation will retain any images or videos which have been taken at the request of the School.

Signed _____

Print name _____

Dated _____