

The taking, usage and storage of images of students policy for parents, guardians, visitors and students

Related Policies

This policy should be read in conjunction with the following other policies:

- Child Protection and Safeguarding policy
- Anti – Bullying Policy
- Data Protection Policy
- Online Safety Policy
- Child on Child Abuse Policy
- ICT Acceptable Use Policy
- Privacy Policy / Policies
- Mobile phone policy

1. Introduction

Photographs and videos of school life, often including students, form an important and valued part of the way Leighton Park communicates and records events and achievements at the School. Similarly, we understand that parents/guardians like to take photos or audio and video recordings of their children during events such as School productions, concerts, sports day etc.

The School processes images of students under the UK GDPR and Data Protection Act 2018. The lawful basis relied upon will depend on the purpose for which the image is used:

- **Public Task**
Where images are used for educational, pastoral or welfare purposes (for example, recording a lesson to provide feedback or supporting student learning), the School relies on the lawful basis of public task.
- **Legitimate Interests**
Where images are used for marketing, publicity or promoting the School (for example, on the website, social media, or in the prospectus), the School relies on legitimate interests.

Upon their child joining the School parents/guardians are required to sign Joining Papers confirming whether they do or do not object to the Taking, Usage and Storage of Images of Students Policy.

Leighton Park will inform students of the taking, usage and storage of images of students policy and encourage students to let a member of staff

know if they are worried about any photographs or videos that are taken of them in or out of School. Students over the age of 13 may give or withdraw consent for the taking, usage and storage, of their own images.

Leighton Park School understands that there are some circumstances in which students may suffer abuse or harm as a result of the misuse of photographs or videos taken of them. We have a duty to protect the physical and emotional wellbeing of each student.

2. This Policy

- This policy outlines the safeguarding actions that exist at Leighton Park School to protect students from potential abuse or harm arising from the use of photographs and videos.
- This policy applies to all students, parents, guardians and visitors and is available through the School website. There is a separate policy for all members of staff.
- This policy relates to the taking, using, and storing of images of children and young people:
 - on School premises; or
 - in connection with School activities; or
 - for other legitimate purposes of the School.
- Images: this expression in relation to students includes:
 - photographs and digital photographs;
 - video or film clips; and
 - images and recordings taken on phone or tablet cameras, cameras, video cameras or web cams.
- Taking images: This expression includes, unless otherwise stated, making, editing, using, exhibiting, and storing images of students.
- Parents and guardians who accept a place for their child at the School are invited to agree to the School using images of them as set out in this policy, by signing the Permissions Form in the joining papers. We hope parents and guardians will feel able to support the School in using student images to celebrate the achievements of students, promote the work of the School, and for important administrative purposes such as identification and security.

3. Use of Student Images by Leighton Park

- Unless the relevant student or his or her parent/guardian or Local Authority for a Looked After Child, 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 (including clips of moving images) on digital and conventional notice boards within the School premises;

- in communications with the School community (guardians, students, staff, Governors and alumni) including by email, on the School intranet, My School Portal, ClassList and VLE, by post;
- on the School's website and, where appropriate, via the School's social media channels, e.g. Facebook, Instagram, YouTube, TikTok, LinkedIn and Flickr. Such images would not normally be accompanied by the student's full name (first name and surname) and in circumstances where this is preferable (eg public examination results) specific consent will be sought. First name and year group references are likely to appear.
- in the School's prospectus, and in online, press and other external print and digital advertisements for the School. Such external advertising would not normally include students' full names. First name and year group references are likely to appear.
- With the School's overseas agents and feeder schools to encourage awareness with their own clients and families who may have an historic, current or future interest in the School.
- The School will in normal circumstances only refer to students by their first name, not full name. If there is a requirement to use the full name of a student, then parental permission will be sought for that specific use. Year group references are often included alongside first name for context.
- The source of these images is predominantly the Marketing team, professional photographers/videographers and members of Academic, Pastoral and Boarding House teams. The primary use of these images of students will be in relation to School activities, events, sports or trips.
- The school will not take or use images that:
 - may cause embarrassment, distress or harm to a student;
 - show a student in a vulnerable or sensitive situation (e.g. injury, distress);
 - reveal sensitive personal information;
 - show students in revealing or inappropriate clothing;
 - are unnecessarily intrusive or taken in private settings;
 - could present a safeguarding risk.

4. Use of Student Images for Identification and Security

- All students are photographed on entering the School and for the purposes of internal identification. These photographs are entered onto the School's database and identify the student by name, year group, House and form/tutor group. This data processing is for the purpose of public task.
- CCTV is in use on School premises and will sometimes capture images of students. Images captured on the School's CCTV system are used in accordance with the School's CCTV policy and other policies relating to CCTV as listed at the start of this document.

5. Use of Student Images in the Media

- Where possible, the School will always notify parents/guardians in advance when the media is expected to attend an event or School activity in which School students are participating and will make every effort to ensure that any student whose parent or guardian has refused permission

for images of that student to be made in these circumstances are not photographed or filmed by the media.

- The media normally asks for the names of the relevant students to go alongside the images. The School takes the stance that in these instances only first names may be provided. Where there is a requirement or a request to display the full name (first name and surname) of the student parents/guardians will be contacted to request their permission in that specific instance to enable the School to release their child's full name for publication.
- Student images are regularly used in marketing campaigns with our most significant advertising activity taking place in the Autumn term. The School will make best efforts to obtain specific consent from parent/guardian of a student appearing in an advertising campaign if it is possible to visually identify that student.
- Student images will be posted with the metadata unless the metadata should relate to a student's personal information in which case the metadata will be deleted prior to publication.
- Student images may be used in marketing activities by international agents representing Leighton Park overseas to support the recruitment of international boarding students for the School. Where images are published online or shared with overseas partners, this may constitute an international transfer of personal data. The School will ensure that:
 - o such use is proportionate and appropriate;
 - o any risks are considered;
 - o appropriate safeguards are in place when required.

6. Objections and Withdrawal

Both students and parents/guardians have the right to object to the use of images at any time.

The School will ensure that:

- all objections are recorded and communicated to appropriate staff
- the student must not be photographed or filmed going forward;
- If the objection relates to a specific image / video reasonable steps will be taken to remove the image from online platforms and the image/ video deleted from the school's servers

In most cases, objections will be respected unless there is a compelling reason not to do so.

7. Safeguarding Considerations

The School maintains systems to identify students whose images must not be used for safeguarding reasons. Any safeguarding concern overrides all other considerations.

8. Security of Student Images

- Professional photographers and the media are always accompanied by a member of staff when on School premises, unless they have been fully vetted, and DBS checked by the School. The School uses only reputable professional photographers /videographers and makes every effort to ensure that any images of students are held by them securely, responsibly and in accordance with the School's instructions. Nominated professional photographers who are used

regularly by the School are checked to be compliant with our Child Protection and Safeguarding Policy.

- The School takes appropriate technical and organisational security measures to ensure that images of students held by the School are kept securely, and protected from loss or misuse, and will take reasonable steps to ensure that members of staff only have access to images of students held by the School where it is necessary for them to do so.
- As part of our legitimate use of images in preserving a record of school life for future reference, photographs and videos of students will periodically be shared with the Alumni and Archives team who will continue to store images as above.
- Overseas agents are vetted by the School for quality assurance and images are supplied to them to support the promotion of Leighton Park to families considering boarding. We request that all images are stored securely and deleted 30 days after their final use.

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

Parents/guardians 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/guardians to follow:

- The School asks parents/guardians when an event is held indoors, such as a play or a concert, to be mindful of the need to use their cameras and recording devices with consideration and courtesy for the comfort of others.
- Flash photography can disturb others in the audience or even cause distress for those with medical conditions; we therefore ask that it is not used at indoor events.
- Parents/guardians may not film or take photographs in the swimming pool, toilets, changing rooms or backstage during School productions, nor in any other circumstances in which photography or filming may embarrass or upset students.
- Parents/guardians are also reminded that copyright issues may prevent the School from permitting the filming or recording of some plays and concerts. The School always prints a reminder in the programme of events where issues of copyright apply.
- The School asks parents/guardians not to take photographs of other students on their own without the prior agreement of that child's parents/guardians. For the avoidance of doubt this refers to 'portrait' shots rather than group photographs such as a concert or team.
- 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/ guardian 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 and CDs may be made available to parents/guardians for purchase.
- With the exception of the swimming pool, parents/guardians are welcome to take photographs or videos of their own children taking part in sporting and outdoor events for personal use only. Parents/guardians may not post images on social media (Facebook, Instagram, YouTube, X, TikTok, LinkedIn, Flickr etc or private social media chats such as What'sApp, Snapchat or Messenger), which

include other children, as they may present a safeguarding risk for those children.

10. 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 the Designated Safeguarding Team.
- The use of cameras or filming equipment (including on mobile phones) is not allowed in the swimming pool, toilets, washing or changing areas, nor should photography or filming equipment be used by students in a manner that may offend or cause upset.
- The misuse of cameras or filming equipment in a way that breaches this Policy, or the School's Anti-Bullying Policy, Data Protection Policy, Online Policy, Acceptable IT Use Policy, Child on Child Abuse Policy or the Privacy Policy/ies is always taken seriously, and may be the subject of disciplinary procedures.
- Students may not post images on social media (Facebook, Instagram, YouTube, X, TikTok, LinkedIn, Flickr etc or private social media chats such as What'sApp, Snapchat or Messenger), which include other children without their consent, as they may present a safeguarding risk for those children or cause distress.

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Sign off:	Luke Walters, Head
Date of last review:	October 2026
Date of next review :	October 2028

The Use of Images of Students Parental Consent Form

In line with our Taking, Usage and Storing of Images of Students Policy, at the start of a student's education at Leighton Park, we seek permission from parents/guardians for the School to capture and use photographs and videos of their child for the purposes of legitimate interest and public task as outlined in the policy.

As the retention of photographs and videos by our archives and alumni team is a legitimate interest of the school there is no end date to this agreement.

Name of student : _____

Please tick as appropriate

I/We confirm that we do not object to the use of photographs and videos of my/our child being used by the School in line with the taking, usage and storage of images of students policy.	
I/We consent to follow the guidelines set out in part 9 of the Policy relating to my/our own use of cameras and recording equipment to photograph or film images of students; and will ensure that anyone attending on our behalf, or in our company, does the same.	
I/We confirm that I/we have explained Part 10 of the Policy regarding the Use of Camera and Filming Equipment by students to my/our child and they consent to the policy point.	
I/We object to the School's use of images of my/our child in line with the taking, usage and storage of images of students policy.	
I/We consent to follow the guidelines set out in part 9 of the Policy relating to my/our own use of cameras and recording equipment to photograph or film images of students; and will ensure that anyone attending on our behalf, or in our company, does the same.	
I/We confirm that I/we have explained Part 10 of the Policy regarding the Use of Camera and Filming Equipment by students to my/our child and they consent to the policy point.	

We understand that if we change our mind or wish to limit the use of those images we should contact the School's Marketing Department by phone (0118 987 9609), or in writing, via letter to the School's address or by email to marketing@leightonpark.com.

Signature*

Print Name.....

Date

*** NB a person with parental responsibility should sign this form on behalf of all those with parental responsibility for the student.**