



Windsor Academy Trust

TAKING, STORING AND USING IMAGES OF PUPILS/STUDENTS

1. This document provides information for pupils/students and their parents and carers about how images (e.g. photographs and video recordings) of pupils/students are used by Windsor Academy Trust (WAT). The Academy is part of the WAT. WAT operates the Academy and is ultimately responsible for how the academy handles personal information.
2. This document covers WAT's approach to the use of cameras and filming equipment at WAT events and on WAT premises by parents/carers and pupils/students themselves, and the media; and any other information the WAT may provide about a particular use of student images, and more general information about use of pupils'/students' personal data, e.g. WAT's data protection privacy notices. Images of pupils/students in a safeguarding context are dealt with under the Staff Code of Conduct and Child Protection and Safeguarding Policy.
3. **General points to be aware of:**
 - Certain uses of images are necessary for the ordinary running of the WAT. Other uses are in the legitimate interests of the WAT and its community and unlikely to cause any negative impact on children. WAT is entitled lawfully to process such images and take decisions about how to use them, subject to any reasonable objections raised.
 - Parents/carers who accept a place at WAT are required to indicate their agreement to using images of pupils/students via the consent form provided or from time to time if a particular use of the pupil's/student's image is requested. However, parents/carers 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 a photograph).
 - We hope parents will feel able to support the use of student images to celebrate the achievements of students, to promote the work of WAT and for important administrative purposes such as identification and security.
 - Any parent/carer who wishes to limit the use of images of a student for whom they are responsible should contact their Academy.
 - Parents/carers should be aware that from around the age of 13 and upwards, the law recognises children's own rights to have a say in how their personal information is used – including images. The data subject might want to exercise rights over this particular area but WAT procedure will continue to act on parental directives.
4. **Use of pupil/student images in WAT publications**
 - 4.1 Unless the relevant pupil/student or their parent/carer has requested otherwise, WAT will use images of its pupils/students to keep the WAT community updated on the activities of WAT, and for marketing and promotional purposes, including:
 - on internal displays (including clips of moving images) on digital and conventional notice boards within the WAT premises;

- in communications with the WAT community (parents/carers, pupils/students, staff, governors and alumnae) including in newsletters and magazines, by email, on the parent/carer area of the WAT websites and the parent/carer portal, and by post;
- on WAT's websites and, where appropriate, via WAT's social media channels, e.g. Twitter, (please note some of this data therefore may be held outside of the EEA). Such images would not normally be accompanied by the pupil's/student's full name without permission; and
- in WAT's prospectus and in online, press and other external advertisements for WAT. Such external advertising would not normally include students' names; in some circumstances WAT will seek the parent/carers or student's specific consent depending on the nature of the image or the use.
- The source of these images will predominantly be WAT staff (who are subject to policies and rules on how and when to take such images), a professional photographer used for marketing and promotional purposes or occasionally students. WAT will only use images of pupils/students in suitable dress and the images will be stored securely.

5. Use of pupil/student images for identification and security

- Pupils/students may be required to be photographed on entering academies within WAT and, thereafter at intervals, for the purposes of internal identification and security. These photographs identify the pupil/student by name, year group, house and form/tutor group.

6. Use of pupil/student images in the media/publicity

- When media/publicity is expected at an event (including those organised by third parties) or WAT activities, WAT will make every effort to ensure that any pupil/student whose parent/carer has refused permission for images of that pupil/student to be made in these circumstances are not photographed or filmed by the media.
- WAT will not typically provide full names to media/third parties for publication. If a full name becomes necessary to go alongside an image this will only be provided where the parent/carer has consented as appropriate.

7. Use of pupil/student images in examinations

- For certain non-examination assessments, in subjects such as drama or PE, images or videos of candidates may be used as evidence of participation or contribution.

8. Use of images for staff training and development

- There may be occasions where the recording of Teaching and Learning activities is required in order to monitor and assess the effectiveness of staff and also to contribute to their professional development. In these cases pupils/students may be recorded to consider the learning impact of teacher practice.

9. Security of student images

- Professional photographers and the media are accompanied at all times by a member of staff when on WAT premises. WAT uses only reputable professional photographers and makes every effort to ensure that any images of pupils/students are held by them securely, responsibly and in accordance with the WAT's instructions.
- WAT takes appropriate technical and organisational security measures to ensure that images of pupils/students held by WAT are kept securely on WAT systems, and protected

from loss or misuse. WAT will take reasonable steps to ensure that members of staff only have access to images of pupils/students held by WAT where it is necessary for them to do so.

- Staff are expected to be aware of the details of this policy as appropriate and briefing sessions will be held for key staff.

10. Use of cameras and filming equipment (including mobile phones) by parents/carers

- Parents/carers are asked to be mindful of the spirit of the content of this document when taking group photos; parents/carers are reminded that such images are for personal use only.
- When an event is held indoors, such as a play or a concert, parents/carers 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.
- Parents/carers are reminded that copyright issues may prevent WAT from permitting the filming or recording of some plays and concerts.
- WAT reserves the right to refuse or withdraw permission to film or take photographs (at a specific event or more generally), from any parent/carer who does not follow these guidelines, or is otherwise reasonably felt to be making inappropriate images.
- WAT sometimes records plays and concerts professionally (or engages a professional photographer or film company to do so), in which case copies may be made available to parents for purchase.

11. Use of cameras and filming equipment by pupils/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 pastoral staff.
- The use of cameras or filming equipment (including on mobile phones) is not allowed in toilets, washing or changing areas, nor should photography or filming equipment be used by pupils/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 WAT's Anti-Bullying Policy, IT Security and Acceptable Use Policy – Pupils/Students and the Anti-bullying Policy is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant Child Protection and Safeguarding policy and procedures as appropriate.