NORWICH SCHOOL

# Taking, Storing and Using Images of Children Policy

This policy is reviewed by the policy holder annually. This policy was last reviewed and agreed on Michaelmas 2026. It is due for review in Michaelmas 2027.

Confirmed by:

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| Julie Goodswen | Head of IT | Michaelmas 2026 |
| Nicky Fairweather | Principal Deputy Head & DSL | Michaelmas 2026 |

## Version Control

The version control table should be updated each time:
a **change** is made to an **agreed version** of a document; or
a previously agreed document version is **reviewed with no changes** (i.e. at annual review no changes are required and the document continues to be live for the following year).
Use the following convention: version 1.0 (first version), version 2.0 (major change to version 1.0 and issued as a new version), version 2.1 (second version with minor change)

| Version number | Date issued | Author/key contact | Change(s) summary **NB: minor changes can be authorised by a senior staff member and do not need formal approval. Major revisions require approval through the confirming authority (typically a Committee)** |
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| 1.0 | Trinity 2022 | Terry Roberts | |
| 1.0 | Trinity 2023 | Terry Roberts | No changes |
| 2.0 | Trinity 2024 | Khloe Roberts | Multiple revisions throughout to encompass videography as well as still photography, and to reflect updated processes. |
| 2.1 | Trinity 2025 | Julie Goodswen/ Nicole Reynolds | |
| 2.2 | Michaelmas 2025 | Julie Goodswen / Nicky Fairweather | Additions to include guidelines for staff for taking images of pupils |
| 3.0 | Trinity 2026 | Julie Goodswen / Nicky Fairweather | Major updates on how images are taken stored and used, all updates in line with current social media policy. |

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| 3.1 | Michaelmas 2026 | Julie Goodswen / Nicky Fairweather | Updates to reflect new pupil and staff digital use and safety policies |

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## Statement of Intent

This policy provides 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 Norwich School ("the school"). Throughout the policy, the term “image” refers to any visual representation that may appear in still photography, videography, on web pages, online platforms, or in any other type of media. The policy also outlines the school’s approach to the use of cameras and filming equipment at school events and on school premises by parents, pupils, and the media.

It applies in addition to the school’s Terms and Conditions and any other information provided about a particular use of pupil images—for example, signage related to CCTV or general information about the use of pupils’ personal data, such as the school’s Privacy Notice. Images and videos of pupils taken for safeguarding purposes are dealt with under the school’s relevant safeguarding policies.

## General Points

Certain uses of images are necessary for the day-to-day running of the school; other uses are in the legitimate interests of the school and its community and are unlikely to negatively impact children. The school is lawfully entitled to process such images and make decisions regarding their use, subject to any reasonable objections raised.

Parents who accept a place for their child at the school are invited to agree to the use of images as set out in this policy. However, parents should note that some uses of pupil images may be necessary or unavoidable (for example, if they are captured incidentally on CCTV, or in a photograph or video of the pupil body at scale).

In general terms the school will use pupil images to celebrate achievements, record activity for school archives, promote the work of the school, and for important administrative purposes such as identification and security.

Any parent who wishes to limit the use of images of a pupil for whom they are responsible will be able to do so via annual consent. The school will respect the wishes of parents and pupils wherever reasonably possible and in accordance with this policy.

Parents should also be aware that from around the age of 13 and upwards, the law recognises pupils’ own rights to have a say in how their personal information, including images, is used.

## Staff Guidelines for Taking Images of Pupils

Staff must not create images of pupils which:

- Are taken without good reason ( i.e. archival, educational purposes, syllabus requirements, or for publicity or marketing the school)
- Might cause embarrassment or distress
- Are associated with distressing or sensitive issues

Are unnecessarily intrusive. Staff must not send or show images of pupils to any third parties, unless authorised to do so.

Any staff member taking an image of pupils should consider its purpose and planned use – external or internal (as described in this policy).

For external use, where possible staff are asked to create images where pupils are not uniquely identifiable. The energy and warmth of the moment / story can be captured from a distance, from behind, over the shoulder or by profile.

Where external use is planned, staff must be explicit in informing pupils, e.g. "this one is for socials" so that pupils who do not consent, or whose parents do not consent, can step out of shot.

Staff should consider internal use where images can be shared via Teams or on Shootproof so that pupils and parents can have a record of their time at Norwich School.

## Devices used for Recording Images or Videos

- Staff should, where possible, use only school-owned devices or cameras to take images of pupils.
- Staff should contact the IT Technical Support Manager to request a school-owned device or the Marketing Department to request a school-owned camera.
- If a school-owned device or camera is unavailable, staff may use personal cameras or devices (e.g. on school trips, at plays, concerts, or sporting events).

## The following rules apply to staff using their own device or camera

- Images must be transferred to the school's computer network as soon as reasonably practicable.
- Once transferred, images must be deleted from the personal device.
- Unless agreed in advance with the I Head of IT or IT Technical Support Manager, images must not be uploaded to personal computers or other electronic devices.
- Images must not be uploaded to personal social media accounts.
- Staff must comply with the Staff Digital Use & Safety Policy.

## Use of Pupil Images

Unless a pupil or parent has requested otherwise, the school may use images of pupils for 'external use' or for 'internal use' as described below. The school considers 'external use' to include any image that may be seen by members of the public due to the location and profile of the school.

External Use:
Includes but is not limited to:

- Noticeboard displays (digital and conventional) within the school premises.
- Communications with the school community (parents, pupils, staff, governors, and alumni) by various digital and analogue methods. The Norwich School website and social media accounts. Printed and digital publications. Digital and printed marketing materials and campaigns.
- Enhancement of school sites and assets.

Internal Use

- Posts on internal Teams in Microsoft Teams (classes, year groups, sports clubs, societies etc.)
- For archival purposes (school and family), stored in the Norwich School photo store hosted by Shootproof
- Where an examination syllabus requires it.

Images are predominantly taken by school staff (who follow school policies), professional photographers engaged for marketing, or occasionally by pupils. The school will only use images of pupils as outlined in this policy and will store them securely and centrally.

## Annual Consent Each Academic Year

<u>Annual Consent Each Academic Year</u>
Parents / Guardians are requested to complete an Annual Consent form regarding the taking and use of their child's image, understanding that images will be stored securely by the school.

*I understand that from time to time the school will make use of photographs, video and/or information relating to a pupil, while they are at the school or after they have left, for the purposes of marketing and documenting the school's activities. Please read Taking, Storing and Using Images of Children Policy and Privacy Notice on the school's website and then indicate as appropriate for yourself and your child:*

- I consent to the taking and use of my child's image by the school
- I do not consent to the taking and use of my child's image for any use by the School
- I consent to the taking of and use of my child's image for internal use only

## Use of Pupil Images for Identification and Security

All pupils are photographed upon entering the school and periodically thereafter for internal identification purposes. These photographs identify the pupil by name, year group, house, and form/tutor group.

CCTV is in operation on school premises and may capture images of pupils. Images captured on CCTV are used in accordance with the school's Privacy Notice and CCTV Policy.

## Use of Pupil Images in the Media

Where practicable, the school will make every reasonable effort to ensure that any pupil whose parent has refused permission for images of that pupil to be taken or used (or the pupil has refused permission themselves) will not be photographed or filmed by the media, nor such images provided for media purposes. However, if parents have notified the school that they do not want their child's image to be taken in a photograph or a video, they are also requested to discuss this with their child so that their child knows to remove themselves from a situation where a photograph or video is being taken.

## Security of Pupil Images

Unless they have gone through the school's DBS checking procedure and are therefore an approved contractor, professional photographers and the media are accompanied at all times 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.

The school takes 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. The school 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 the school's Taking, Storing and Using Images of Children Policy, and on the importance of ensuring that images of pupils are made and used responsibly, only for school purposes, and in accordance with school policies and the law.

## Use of Cameras and Filming Equipment (Including Mobile Phones) by Parents

Parents 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. 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 or video 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 (e.g. on social media), 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.

- Photography and videography of A-Level or GCSE Art & Design coursework is not permitted due to exam board restrictions.

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 footage may be made available to parents via YouTube or through Shootproof . On occasion Norwich School pupils may attend sporting events which include filming by hosts. Parents of pupils taking part in such events, plays and concerts will be consulted if it is intended to make such recordings available more widely.

## Use of Cameras and Filming Equipment by Pupils

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 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 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 the school's Anti-Bullying Policy, Pupil Digital Use and Safety Policy, or Safeguarding Policy is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.

## Document Control

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| Document title: | Taking, Storing and Using Images of Children Policy |
| Prepared by: | Julie Goodswen (Head of IT) & Anna Stevenson (Head of Marketing) |
| Authorised by: | Julie Goodswen (Head of IT) & Nicky Fairweather (Principal Deputy Head & DSL) |
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| External documents referenced: | N/A |