



<b>Policy Title:</b>	PHOTOGRAPHY POLICY – taking and use of photographs of pupils	
<b>Author:</b>	Head of Marketing	
<b>Date of most recent review:</b>	June 2024	
<b>Date of next review:</b>	June 2025	

### **Introduction**

1. 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 Duke of Kent School. It also covers the School's approach to the use of cameras and filming equipment at events and on School premises by parents and pupils themselves and the media.

2. This Policy 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. the School's data protection policies.

### **Use of Pupil Images for Identification and Security**

3. All pupils 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 form/tutor group.

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

### **Use of Pupil Images in School Publications**

5. All pupils fill out a Photograph Consent Form for use by Duke of Kent School which is sent to them with their joining documents. A copy of this is kept in their files and on a central database system. A copy of this form can be found at the end of this policy.

6. Unless the relevant pupil or his/her parent have requested otherwise, the School will use images of its pupils to keep the School community updated on the activities of the School, and for marketing and promotional purposes, including: internal displays (including clips of moving images), digital and conventional notice boards within the School premises, in communications with the School community (parents, pupils, staff, Governors and alumni) including by email, on the School IT system and by post, on the School's website and, where appropriate, via the School's social media channels, e.g. Twitter, Instagram and Facebook. Images will also be in the Duke of Kent School prospectus,

online version, press and other external advertisements for the School. Such external advertising will not include pupils' full names.

7. Pupils' full names are not included as an integral part of an image file or tag on the School's website unless they have left the School.

8. The source of these images is generally a professional photographer or a member of School staff.

9. The School will only use images of pupils in suitable dress.

### **Sharing of Pupil Images**

10. School pupils frequently participate in events and activities with other schools (e.g. in connection with drama, music and sport). The School may share photos of our pupils when participating in such events and activities with the other schools involved and those schools may wish to publish such photographs in their own communications and other materials, this will only occur with additional parental consent.

### **Use of Pupil Images in the Media**

11. Where necessary the School will notify parents in advance when the media is expected to attend an event or activity in which School pupils are participating and will make every effort to ensure that any pupil whose parent or carer has refused permission for images of that pupil to be made in these circumstances are not photographed or filmed by the media.

12. 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 a parent or the pupil has consented (as appropriate). Full names will not be used unless instructed by the parents.

13. Occasionally, visiting speakers ask for permission to use photographs taken by (or for) the School during their visit (e.g. to accompany reporting of their visit in the media, including social media). The School may agree to permit such usage, where it is appropriate and in the broader interests of the School with parental consent.

### **Security of Pupil Images**

14. Professional photographers and members of the media invited to the School are accompanied by a member of staff when on School premises at all times.

15. 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.

16. The School takes appropriate technical and organisational security measures to ensure that images of pupils held by the School are kept securely on a central Photostore, 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.

17. School staff are given guidance 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.

## **Restrictions on use by the School and right to object**

**18.** We hope parents will feel able to support the School in using pupil images to celebrate the achievements of pupils and promote the work of the School. However, any parent who wishes to restrict the use of images of their child should contact the Marketing Coordinator in writing ([jhopwood@dokschool.org](mailto:jhopwood@dokschool.org)).

**19.** Parents should be aware that from the age of 13 onwards the law recognises pupils' own rights to decide how their personal information is used (including photographs of them).

**20.** 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 not use their cameras and filming devices. Images which may identify other pupils should not be made accessible to others via the internet (for example on social media), or published in any other way unless agreed with by other parents. Parents are reminded that copyright issues may prevent the School from permitting the filming or recording of some plays and concerts, this also applies when pupils from other schools may appear in the image/footage. 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.

**21.** 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.

**22.** The School sometimes records productions 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 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 Cameras and Filming Equipment by Pupils**

**23.** All pupils are encouraged to look after each other, and to report any concerns about the misuse of technology, or any worrying issues to their Form Teacher or another member of staff.

**24.** 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.

**25.** The misuse of cameras or filming equipment in a way that breaches this Policy, or the School's Anti-Bullying Strategy, Code of Conduct, Data Protection policy, E-Safety Policy, Behaviour Policy, IT Acceptable Use Policy or the School Rules is always taken seriously and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate. Any queries regarding this policy should be directed to the School's Marketing Coordinator, [jhopwood@dokschool.org](mailto:jhopwood@dokschool.org)

## Photograph Consent Form for use by Duke of Kent School

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We are proud of the many achievements of our pupils and there are many activities and events for our pupils to get involved in. You will have seen that we often use photos of pupils on our website, social media, school prospectus and advertorials to keep the school community informed about what our pupils do, celebrate achievements and advertise the School.

Under data protection law, we need the consent of parents/guardians to use photographs or video images of pupils. There is no obligation on you to give consent and if you choose not to give consent for some or all of the options on the consent form, we will ensure that your child's photo or a video is not used for those purposes if your child can be identified from it. It may be helpful to inform your child if you decide not to give consent for any of the options below.

We will not use the personal details or full names of any child or adult in a photographic image or video, on our website, social media, school prospectus or in any of our other printed publications.

Your consent will become valid from the date you sign it and it will last for the duration of your child's time at Duke of Kent School.

**Name of child:** \_\_\_\_\_

	Yes	No
May we publish your child's image in printed promotional material?	<input type="checkbox"/>	<input type="checkbox"/>
May we publish your child's image on the school's website, prospectus and social media pages?	<input type="checkbox"/>	<input type="checkbox"/>
May we film/photograph your child for use on flat screen displays within the school?	<input type="checkbox"/>	<input type="checkbox"/>
May we film your child for use on the school's website and social media pages?	<input type="checkbox"/>	<input type="checkbox"/>
May we publish individual images of your child with their first name and first letter of their surname only?	<input type="checkbox"/>	<input type="checkbox"/>

*Please tick the appropriate box*

I have read and understood the conditions of use of photography and videography on the back of this form.

**Parent/guardian signature:** \_\_\_\_\_

**Please print name:** \_\_\_\_\_

**Date:** \_\_\_\_\_