



Elmhurst School

Policy on taking, using and storing images of children

February 2010

POLICY ON TAKING, USING & STORING IMAGES OF CHILDREN

At Elmhurst School for Dance, we are an open and inclusive community that is very proud of all of the achievements of all of our pupils in their academic, artistic and endeavours. We celebrate our diversity and give all of our many visitors a warm welcome.

We particularly welcome parents to our public performances, as well as to more formal occasions during the school year. The school walls are decorated with examples of pupils' work, performance photographs and photographs of trips and expeditions in which our pupils have participated. We make full use of electronic notice boards inside the school to enhance our displays. Our web site is updated regularly, and all parents are sent our e-newsletters in order to keep them fully abreast with the news of our active community.

THE APPLICATION OF DATA PROTECTION LAWS TO TAKING, USING AND STORING IMAGES OF CHILDREN

Parents who accept a place for their child at Elmhurst School for Dance are invited to agree to the school using anonymous photographs of their child and information relating to his or her achievements for promotional purposes, which may be published in the prospectus or on the web site, as well as displayed within the premises, and in bulletins sent to the school community.

USE OF IMAGES: DISPLAYS ETC

We will only use images of our pupils for the following purposes:

- Internal displays (including clips of moving images) on digital and conventional notice boards within the school premises,
- Communications with the school community (parents, pupils, staff, Governors and alumni) via password-protected sections of the school's web site,
- Marketing the school both digitally by web site, by prospectus [which includes a DVD], by displays at educational fairs and other marketing functions [both inside the UK and overseas] and by other means.

USE OF IMAGES: INTERNAL IDENTIFICATION

All pupils are photographed on entering the school and, thereafter, at three yearly intervals, for the purposes of internal identification.

These passport-sized photographs identify the pupil by:

- Name
- Year Group and form/tutor group
- House

They are securely stored in the password-protected area of the staff database, where access is restricted to academic, pastoral and school office staff. Any parent who so requests will be sent a copy of his or her son or daughter's photograph.

IMAGES THAT WE USE IN DISPLAYS AND ON OUR WEB SITE

The images that we use for displays and communications purposes never identify an individual pupil. Instead, they name the event, the term and year that the photograph was taken. We only use images of school activities in their proper context. We never use any image that might embarrass or humiliate a pupil. Pupils are always properly supervised when professional photographers visit the school. Parents are given the opportunity to purchase copies of these photographs.

STORAGE AND REVIEW

Our images are securely either in locked filing cabinets, or in a password protected section of the school's database. They are reviewed annually and are deleted when no longer required, or when a pupil leaves the school, if that is their wish.

We have a procedure in place for regularly checking and updating our web site, when expired material is deleted. We follow BECTA guidance on e-safety.

MEDIA COVERAGE

We will always notify parents in advance when we expect the press to attend an event in which our pupils are participating, and will make every effort to ensure that children whose parents or guardians have refused permission for images of their children to be used are excluded from the event.

We will always complain to the Press Complaints Council (PCC) if the media fails to follow the appropriate code of practice for the protection of young people, including the children of celebrities.

STAFF INDUCTION

All new teaching and office staff are given guidance on the school's policy on taking, using and storing images of children.

USE OF CAMERAS AND RECORDING EQUIPMENT BY PARENTS AND GUARDIANS

Parents are welcome to take photographs of their own children taking part in events, but not during show performance, since this may disturb the dancers' concentration and result in an accident.

We ask parents not to take photographs of other pupils on their own, without the prior agreement of that child's parents.

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 are also reminded that copyright issues may prevent us from permitting the filming or recording of some plays and concerts. We always print a reminder in the programme of events where issues of copyright apply.

We record all plays and concerts professionally (not just those where copyright applies). Copies of the DVDs and CDs are available for parents to purchase.

TREATING OTHERS WITH RESPECT

Everyone has a right to feel secure and to be treated with respect, particularly the vulnerable. Harassment and bullying will not be tolerated. Our Anti-bullying policy is set out on the school's website. The school is strongly committed to promoting equal opportunities for all, regardless of race, gender, gender orientation or physical disability.

All pupils are encouraged to look after each other, and to report any concerns about the misuse of technology, or worrying issue to a member of the pastoral staff. The use of cameras on mobile phones is not allowed in washing and changing areas, or in the bedrooms of boarding houses, nor should photography used in a manner that may offend or cause upset. The misuse of cameras in a way that breaches our anti-bullying policy is always taken seriously and may be the subject of disciplinary procedures.
