Kew Green Preparatory School

Use of Pupil Images Policy

Introduction

This policy covers images of pupils at Kew Green Preparatory School taken via digital photography and filming. It should be read in conjunction with the policy on the **use of mobile devices** and the **social media** policy.

Certain uses of images are necessary for the ordinary running of the School; other uses are in the legitimate interests of the School and its community and unlikely to cause any negative impact on children. The School is entitled lawfully to process such images and take decisions about how to use them, subject to any reasonable objections raised.

Parents who accept a place for their child at the School are invited to indicate whether they agree to the School using images of their child as set out in this policy, and/or from time to time if a particular use of the pupil's image is requested. However, parents 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 CCTV or a photograph).

We hope parents will feel able to support the School in using pupil images to celebrate the achievements of pupils, sporting and academic; to 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 child for whom they are responsible should write to the School Office (secretary@kgps.co.uk). The School will respect the wishes of parents/carers wherever reasonably possible, and in accordance with this policy.

A record is kept of any child whose parents have withheld consent / limited the use of their child's image by the School Office and made accessible to members of staff.

Use of Pupil Images in School Publications

Unless a parent has 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:

- on internal displays within the school premises;
- in communications with the school community (parents, pupils, staff, Directors and alumni) including by email and by post;
- on the School's website and, where appropriate, via the School's social media channels, e.g. X (previously Twitter) and Facebook. **No published images will ever disclose a pupil's full name.** Any text accompanying photographs will describe the context of the activity, rather than naming the pupils involved.
- in online, press and other external advertisements for the School. Such external advertising would not include pupil's names other than in exceptional circumstances where the School will seek the parent's specific consent in advance of publication.
- The source of these images will predominantly be the School's staff (who are subject to policies and rules in how and when to take such images), or a professional photographer used for marketing and promotional purposes, or occasionally pupils. The School will only use images of pupils in suitable dress and the images will be stored securely on the School's network.

Kew Green Preparatory School

Use of Pupil Images Policy

Use of Pupil Images for Identification and Security

All pupils are photographed within the first few weeks of the start of the new academic year, individually and as a class with their Class Teacher. These photographs identify the pupil by name, class and year group. Individual images of pupils are uploaded to the School's Management Information System to assist with identification by members of staff.

CCTV is in use on the school premises and will sometimes capture images of pupils. Images captured on the School's CCTV system are used in accordance with the Privacy Notice and Security policy.

Use of Pupil Images in the Media

Where practicably possible, the School will always notify parents in advance when the media is expected to attend an event or school activity in which school pupils are participating, and will make every reasonable effort to ensure that any pupil whose parent or carer has refused permission for images of that pupil, or themselves, to be made in these circumstances are not photographed or filmed by the media, nor such images provided for media purposes.

The media often 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 they have consented as appropriate.

Security of Pupil Images

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.

All staff are given guidance on this 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.

Written by: Headteacher
Read approved and agreed by: SLT and Directors
Shared with: Staff
Review Date: September 2025
Next Review Date: September 2026