KING'S HOUSE SCHOOL

RICHMOND



TAKING, STORING AND USING IMAGES OF CHILDREN POLICY

Member of staff responsible:	Head
Date of policy review:	October 2026
Date of next review:	October 2028
Approved by SLT:	October 2026

AIMS OF THIS POLICY

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 King's House School ("the School"). It also covers 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.

This policy applies in addition to any individual pupil consent forms, the School's parent contract, and any other information the School may provide about a particular use of pupil images, including e.g. signage relating to CCTV use; and more general information about use of pupils' personal data outlined in the School's Privacy Notice and Data Protection Policy.

Images of pupils in a safeguarding context are dealt with under the School's relevant safeguarding policies.

GENERAL POINTS TO BE AWARE OF

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. For example, a child may be photographed (by the classroom teacher, teaching assistant, nursery practitioner or another child) as part of a learning activity; e.g. photographing children at work and then sharing the pictures on the interactive whiteboard in the classroom.

In the Early Years (Nursery and Reception) photographs of the children playing and working alongside other children are used as valuable evidence of progress in learning. Such photographs are used on Arc as a record of progress and in a Nursery album and are not removed from the setting without permission. Photographs of the children are used in displays and as a formal record of the Early Years curriculum.

Parents who accept a place for their child at the School are invited to agree to the School using images of him/her as set out in this policy, by completing the GDPR Consent Form (example of the relevant section of the digital form included at the end of document) 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 pupil for whom they are responsible should contact khsmarketing@kingshouseschool.org or fill in the Use of Images by the School section of the GDPR consent form (example of the relevant section of the digital form included at the end of document). The School will respect the wishes of parents/carers (and indeed pupils themselves) wherever reasonably possible, and in accordance with this policy.

Parents should be aware that, from around the age of 12 and upwards, the law recognises pupils' own rights to have a say in how their personal information is used – including images.

USE OF PUPIL IMAGES IN SCHOOL PUBLICATIONS

Where the relevant pupil or his or her parent has consented, 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 (including clips of moving images) on digital and conventional notice boards within the School premises;
- in communications, including the internal school newsletter, with the School community (parents, pupils, staff, Governors and alumni) including by email, on the School intranet and by post;
- on the School's website and, where appropriate, via the School's social media channels, e.g. X, Instagram, Facebook and LinkedIn. Such images will be used in accordance with the rules set out in the Security of Pupil Images section below;
- in the School's prospectus, and in online, press and other external advertisements for the School. Such external advertising would not normally include pupil's names and in some circumstances the School will seek the parent or pupil's specific consent, depending on the nature of the image or the use; and
- supplying images for inclusion in the Y8 yearbook or similar publication, the production of which is managed by the parents.

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 and centrally.

USE OF PUPIL IMAGES FOR IDENTIFICATION AND SECURITY

All pupils are photographed on entering the School and, thereafter, at regular intervals, for the purposes of internal identification. These photographs identify the pupil by name, year group, house and form/tutor group.

CCTV is in use on 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 the CCTV

Policy and any other information or policies concerning CCTV which may be published by the School from time to time. The location of cameras will be clearly notified, including by signage.

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 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 may ask for the names of the relevant pupils to go alongside the images, and these will only be provided where parents have been informed about the media's visit and either parent or pupil has 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. 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. Images taken on staff devices are deleted once they have been used for their purpose.

All staff are given guidance on the School's Policy on Taking, Storing and Using Images of Children, 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.

The school is careful in our use of images and digital media but there is always a risk that content shared online may be copied, altered or shared by others outside the school's control. This includes the online misuse and manipulation of digital content for potentially unlawful purposes. The school has robust procedures in place to mitigate the risk of this happening but it cannot be completely eliminated. The School follows the following rules for any external use of digital images:

- Obtain parental consent for the external publication of identifiable images and videos and ensure these consent preferences are checked before content is published.
- Limit public visibility of identifiable student images where possible.
- Avoid publishing unnecessary personal information alongside pupils' images, videos or work, including full names.

- If the pupil's full name is used, the School avoids using their photograph.
- Only images of pupils in suitable dress are used.
- Staff members are not allowed to take photographs or videos on their personal equipment.
- Ensure that external photographers, videographers and other third parties understand and comply with the School's safeguarding and data protection requirements.

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 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 may not be distributed, put on social media (eg on Facebook, Instagram or by text or WhatsApp) 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.

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 often live streams and/or records plays and concerts which are available to view via a secure link. Parents are asked to keep any such links confidential, not making recordings or taking images of the live streams unless in accordance with the above guidelines. The School reserves the right to withhold any future links to any parent who shares the links beyond the confines of the School community.

The School sometimes records plays and concerts professionally (or engages a professional photographer or film company to do so), in which case CD, DVD or digital copies 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

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 or other smart / wearable technology) 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, Privacy Notice, Internet Safety Policy, IT Acceptable Use Policy, Safeguarding Children 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.

USE OF IMAGES BY THE SCHOOL (PHOTOS, VIDEOS AND VOICE RECORDINGS) SECTION OF GDPR CONSENT FORM EXAMPLE

The School makes various uses of images of pupils during their time at school as more particularly set out in the Taking, Storing and using Images of Children Policy (available on the School website). Some of these are necessary for administration and the safety of pupils and the general running of the School.

Media uses of pupils may include the King's House webpages and other School social media, listed below, or as part of the School prospectus and any other external marketing.

Facebook, (https://www.facebook.com/kingshousesch),
Instagram (https://www.instagram.com/kingshousesch/,
https://www.instagram.com/kingshousetrips/, https://www.instagram.com/kingshousesport/,
https://www.instagram.com/kingshousesportsground/),
LinkedIn (https://www.linkedin.com/company/kings-house-school/),
TikTok (https://www.tiktok.com/@kingshousesch),
X (https://x.com/KingsHouseSch),
YouTube (https://www.youtube.com/channel/UCFVkAiypr0zZW7J6VLkPpYA)

The School follows the following rules for any external use of images in media:
1. When necessary, the school only refers to pupils by first names, rather than full names.
2. If showcasing digital video work to an external audience, the school takes care to ensure that pupils' full names are not given.
3. Only images of pupils in suitable dress are used.
4. Additional consent will always be gained from parents if a child's full name is required, for example in the local paper/press.

Please indicate below if you consent for the time being to your child's image being used by the School:

- I give permission for my child's image to be used internally for school purposes, including but not limited to displays, newsletters, and recordings of events.
- I give permission for my child's image to be used for external marketing including but not limited to the website, school's prospectus and social media sites.

The school may seek further specific consents for uses of images not covered by the above from time to time.

You may withdraw consent at any time in the future, subject to the notice below.

Please be aware that objecting as above will not necessarily mean that the School will not continue to process images of your child that are either necessary for administration of the School, or where the School requires it and is otherwise lawfully entitled to do so.

It may not be possible to change printed publications, such as the School newsletter or prospectus, or third party publications (for example where we have placed an advert or provided an image to a newspaper). Please see our Privacy Notice, CCTV Policy and Taking, Storing and using Images of Children Policy for further details. Please contact khsmarketing@kingshouseschool.org if you have any queries or wish to change your consent permissions.

In ensuring we can give effect to your wishes, please list any specific image consent here: