



Taking, Storing and Using Images of Children Policy		Associated Policies
Last reviewed	January 2026	Safeguarding and Child Protection Policy
Next review	January 2029	Staff Code of Conduct Policy
Gov. sub-committee	Education Committee	Online Safety Policy
Owner	Designated Safeguarding Lead	Privacy Notice
		Data Protection Procedure
		CCTV Procedure

### This Policy

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 Richmond 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 and pupils themselves, and the media.

It applies in addition to the School's parent contract, 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 Privacy Notice.

### 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.

Parents who accept a place for their child at the School are invited to indicate that they agree to the School using images of their child as set out in this policy, via the form issued as part of the admissions process, and from time to time if a particular use of the pupil's image is requested.

We hope parents will feel able to support the School in using pupil images to celebrate the achievements of pupils to promote the work of the School; and for important administrative purposes such as identification and security.

Any parent who wishes to amend permissions for the use of images of a pupil for whom they are responsible should contact [enquiries@rhschool.org](mailto:enquiries@rhschool.org). The School will respect the wishes of parents/carers (and indeed pupils themselves) wherever reasonably possible, and in accordance with this policy.

### Use of Pupil Images in School Publications

Unless parents 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:

- on internal displays and on digital and conventional noticeboards within the School premises;
- in communications with the School community (parents, pupils, staff, Governors and alumni);
- on the School's website and, where appropriate, via the School's social media channels, e.g. Instagram, Facebook and LinkedIn. Such images would not be accompanied by the pupil's name; and

- in the School's prospectus, and in online, press and other external advertisements for the School. Such external advertising would not normally include pupils' names.

The source of images will predominantly be school staff, who are required to follow the school's policies and procedures regarding when and how images may be taken. Images may also be captured by a professional photographer or videographer engaged by the school for marketing and promotional purposes, or occasionally by pupils as part of supervised educational activities. The school will only use images of pupils in appropriate dress, and all images will be stored securely.

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

All pupils are photographed on entering the School and, thereafter, usually annually, for the purposes of internal identification.

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 CCTV 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. The School 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 parents have consented as appropriate.

### **Security of Pupil Images**

The Marketing Manager is the primary individual responsible for taking and managing photographs and video footage for the school. All images are processed by the Marketing Manager before being securely stored on an encrypted external hard drive. This hard drive is kept securely on the school premises, with password access restricted to the Headteacher, Deputy Headteacher, Bursar and Business Manager, and the Marketing Manager. The device remains on site for the majority of the time.

On occasions when the Marketing Manager is working remotely, the encrypted hard drive may be taken off site. In such circumstances, it will remain password-protected at all times and handled in accordance with the school's data protection, safeguarding, and GDPR requirements.

Professional photographers, videographers, and members of the media are accompanied at all times by a member of staff when on school premises. The school works only with reputable professionals and takes reasonable steps to ensure that any images of pupils are held securely, used responsibly, and managed in accordance with the school's instructions.

The school implements appropriate technical and organisational measures to protect pupil images stored on its systems from loss, misuse, or unauthorised access. Access to images is restricted to staff who require it for legitimate school purposes.

All staff receive guidance on the school's Policy on Taking, Storing and Using Images of Pupils and are reminded of the importance of ensuring that images are captured and used responsibly, solely for school purposes, and in line with school policies and relevant legislation.

## **Retention of Pupil Images**

Upon pupils leaving the school, the school will retain selected images for a period of 20 years where they may have historical, archival, or alumni value. Examples may include celebrating former pupils or responding to alumni requests in the future. Access to these images are restricted to the Marketing Manager and Headteacher.

The retention period was chosen to balance safeguarding, data protection, and GDPR requirements with the potential long-term value of the images to the school.

## **Use of Cameras and Filming Equipment (including mobile phones) by Parents**

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 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 should not be made accessible to others via the internet (for example 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.

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 may occasionally record performances such as plays and concerts. Where recordings are made, they may be shared with families via a password-protected link on platforms such as Vimeo or YouTube. If it is proposed that any recording be shared more widely, parents of pupils involved will be consulted in advance.

Parents are requested to be respectful of other's privacy and to never publish or share photographs of children without express parental permission, whether at a School event or otherwise.

## **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 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 Safeguarding and Child Protection Policy, Online Safety Policy, Privacy Notice or Data Protection Procedure is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.

Next Review Date: January 2029

A review of this policy, through the Governing Body and the SLT, is undertaken within 3 years of the last review date.

A handwritten signature in black ink, appearing to read 'S. Young'.

Signed (Headteacher)

A handwritten signature in black ink, consisting of a large circular flourish followed by a horizontal line.

Signed (Chair of Governors)