



**RADLEY**

## **Images Policy**

**December 2023**

## Images Policy

### 1. This Policy

- This policy is intended to provide information to staff, pupils, parents and visitors about how images are normally used by Radley College. It also covers the College's approach to the use of cameras and filming equipment (including the use of drones<sup>1</sup>) at events and on school premises by staff, pupils, parents, visitors and the media.
- It applies in addition to the Parent Contract (signed by parents on the acceptance of an offer), and any other information the College may provide about a particular use of images, including signage about the use of CCTV; and more general information about use of personal data, (e.g. the school's Privacy Policy).
- It is important to appreciate that from the age of 13 upwards, the law recognises a pupil's own rights to decide how their personal information – including images – is used.
- Any parent or pupil who does not want an image/images to be used as described in this policy should email [communications@radley.org.uk](mailto:communications@radley.org.uk). The school will respect any expressed wishes where reasonably possible, and in accordance with this policy.
- The following paragraphs outline areas of legitimate interest for the school to take, store and process images.

### 2. Use of Pupil Images in School Publications

- Unless the relevant pupil or his parent has requested otherwise, the College will use images of its staff, pupils and parents 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) and on digital and conventional notice boards within the school premises;
  - communications with the College community (parents, pupils, staff, partner organisations, governors and alumni) including by email, on the College intranet and by post;
  - the College's website, Bulletin (weekly e-letter) and, where appropriate, via the school's social media channels. Images of current pupils would not be accompanied by the pupil's full name without permission;
  - departmental publications such as printed and online magazines;
  - the prospectus, and in online, press and other external advertisements for the College. Such external advertising would not include pupils' full name without permission;
  - Overseas agents and others working on behalf of the College may occasionally use photographs to market the school.

The source of these images is predominantly the College's professional photographers for marketing and promotional purposes, or staff/pupils in relation to school events, sports or trips.

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<sup>1</sup> Any use of drones within the College campus must be authorised by a member of the Senior Management Team

3. Use of images for identification and security
  - All staff, pupils and visitors may be photographed for the purposes of internal identification and security.
  - CCTV is in use on school premises. (See CCTV policy).
4. Use of Images for Educational Purposes
  - The College may make use of images and video in academic, co-curricular and pastoral contexts. Examples include filming sporting technique, dramatic performance, teaching practice and practice interview sessions.
  - There can be occasions where it is very valuable for a pupil to use a camera in lessons (for example taking an image of work on a whiteboard) but appropriate permission should always be sought.
  - There will be occasions (such as lessons delivered virtually) when the session will be recorded for safeguarding and disciplinary reasons and to make the lesson available at a later date for those in a different time zone.
  - If other virtual events (such as meetings or co-curricular activities) are to be recorded, then the host should let the participants know that they plan to record.
5. Use of Images in the Media
  - Where practicably possible, the College will notify staff, pupils and parents in advance when the media is expected to attend an event or school activity, and will make every effort to ensure that suitable permissions are obtained from those likely to be included in any filming.
  - The media often asks for the names of those involved to go alongside film and images and, again, and the College will make every effort to ensure that suitable permissions are obtained.
6. Use of pupil images by other Schools
  - Occasionally pupil images may be used by other schools and/or partner organisations [or 'organisations with whom the College partners'] in their publicity material or on their website, for example a sports fixture or partnership event. The College will endeavour to check and agree the use/purpose of photography of Radley boys by other schools/partner organisations.
7. Security of Pupil Images
  - Professional photographers and the media who have not been DBS checked by the school are accompanied at all times by a member of staff when on school premises. The College 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 this policy.
  - The College takes appropriate technical and organisational security measures to ensure that formal images of pupils held by the school are kept securely and protected from loss or misuse.
  - All staff are given guidance on the importance of ensuring that images of pupils are made and used responsibly and in accordance with the College's policies and the law.

## 8. Suitability of Images and Permission to Film for Social Purposes

- Staff, pupils, parents, guardians or close family members are welcome to take photographs (and where appropriate, film) at College events, subject to the following guidelines, which the College expects all to follow:
  - Images captured for social use should not be shared beyond family and friends. Nor should it be assumed that such photographs can be used for any other purpose without seeking appropriate permission.
  - Permission should always be sought for filming or photography (including mobile phones) backstage during school productions, or in any other circumstances in which photography or filming may embarrass or upset pupils.
  - The College reserves the right to refuse or withdraw permission to film or take photographs (at a specific event or more generally), from anyone who does not follow these guidelines, or is otherwise reasonably felt to be taking inappropriate images.
  - Parents are reminded that copyright issues may prevent the College from permitting the filming or recording of some plays and concerts.
  - When an event is held indoors, such as a play or a concert, cameras and filming devices should be used with consideration and courtesy for cast members or performers on stage and the comfort of others. In particular, flash photography can disturb others in the audience, or even cause distress for those with medical conditions; the College therefore asks that it is not used at indoor events.
  - The College Video Unit regularly records plays and concerts and other College events. These are either streamed live and/or made available on the College's website. In some cases, copies of the recordings may be made available to parents for purchase.

## 9. Consent from Pupils

- There are some circumstances when particular consent should be gained from a pupil for a particular photograph to be used. These include:
  - If we intend to publish his full name alongside the photograph, for example a news story about an exceptional individual achievement. Careful thought needs to be given before we do this, especially if his parents are well known public figures.
  - If the images are to be given to a third party. For example, if Radley collaborates with another school or organisation and they wish to use an image in their publicity which features a boy prominently and identifiably.
  - If the images are to be sold for profit.
  - If we use an image of a pupil very prominently on a major publicity document (for example, the front cover of the Prospectus or the Funded Places brochure) then it is good practice to gain particular consent.

All pupils are encouraged to look after each other and to report any concerns about the misuse of technology to a member of staff.

## 10. Hidden Cameras and Undercover Filming

Hidden cameras and undercover filming are only permitted with the express permission of the Sub Warden.

## 11. Misuse

The misuse of cameras or filming equipment in a way that breaches this Policy, or the school's Anti-Bullying Policy, Privacy 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.