



KNELLER HALL
SCHOOL

Taking, Storing and Using Images of Children Policy

Availability:

This policy is made available to parents, staff and pupils in the following ways: via the school website, MySchoolPortal and on request a copy may be obtained from the school office.

Related Documents:

- Data Protection Policy
- Parent Contract
- Safeguarding Policy
- Staff Code of Conduct

Monitoring and Review:

This policy is subject to monitoring, refinement and audit by the Principal, who updates it annually.

Signed:

Amy Cavilla

Principal

September 2026

1. Introduction

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 Kneller Hall 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 for example signage about the use of CCTV; and more general information about use of pupils' personal data, for example the school's Data Protection Policy.

Images of pupils in a safeguarding context are dealt with in the school's Safeguarding Policy and Online Safety Policy, which can be seen on the school website.

2. General Information

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 agreement to the school using images of their child(ren) as set out in this policy, by returning the Parental Consent Form (Use of Images), which is sent out electronically to all parents before the start of the academic year. From time to time, further consent may be sought, if a particular use of the pupil's image is requested. Parents should, however, be aware that certain uses of their child's images may be necessary for administrative purposes, or unavoidable (for example if they are included incidentally in CCTV or a group photograph).

We hope parents will feel able to support the school in using pupil images to celebrate the achievements of pupils, both academic and co-curricular, 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 the school's Director of Admissions & Marketing in writing or withhold their consent when they return the Parental Consent Form (Use of Images) to the school. The school will respect the wishes of parents (and indeed pupils themselves) wherever reasonably possible, and in accordance with this policy.

Parents should be aware that, from around the age of 13 and upwards when a pupil may have sufficient maturity and understanding, the law recognises pupils' own rights to have a say in how their personal information is used – including images. Where appropriate (owing to the pupil's age or nature of the use of the image), the school may also seek the verbal or written consent of a particular pupil before publishing any image where that pupil is a particular focus of the shot, or identified by name, but not usually when included as part of a larger group or team shot.

3. Use of Pupil Images in School Publications

Unless the relevant pupil or their 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 (including clips of moving images) on digital and conventional notice boards within the school premises;
- in communications with the school community (parents, pupils, staff and governors) 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 and Facebook. Such images would not normally be accompanied by the pupil's full name without permission; 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, 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.

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.

4. Use of Pupil Images for Identification and Security

All pupils are photographed on joining the school and thereafter annually for the purposes of internal identification. These photographs identify the pupil by name, year group, house and form/tutor group. They are not used for marketing purposes.

CCTV is in use on school premises, to assist in the prevention and detection of crime, and to protect school premises and property therein. The system will sometimes capture images of pupils. Images captured on the school's CCTV system are used in accordance with the Data Protection Policy.

5. Use of Pupil Images by the Press

Where practicably possible, the school will always notify parents in advance when the press, or representatives from other media channels, are 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 has refused permission for images of that pupil to be made are not photographed or filmed, and nor are such images provided for media purposes.

On Prizegiving days and examination results days, the press may ask for the names of the relevant pupils to go alongside the images. The school will only provide first names, and these will be provided only after either parent or pupil has consented, as appropriate.

6. 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 takes all 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.

All staff are given guidance on the school's policy on Taking, Storing and Using Images of Pupils, 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.

7. 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 usually 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 those pupils' 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 Facebook), 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 sometimes records plays and concerts professionally or engages a professional photographer or film company to do so, in which case 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.

8. 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) 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 Policy, Anti-Bullying Policy, Data Protection Policy, Online Safety Policy, IT Acceptable Use Policy, or the Behaviour Policy, is always taken seriously and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.