

Taking, Storing and Using Images of Pupils Policy

Reviewer: DL June 2025

Next review by: September 2026



1. Introduction

- 1.1. This policy provides information about how images (including videos) of pupils are normally used by the Godolphin and Latymer School.
- 1.2. The policy applies in addition to the Schools Terms and Conditions and any other information we may provide about a particular use of pupil images, including, e.g., signage about the use of CCTV and more general information about our use of personal data (see our privacy notice for parents and pupils 'How we use your information').
- 1.3. 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.
- 1.4. Parents who accept a place for their child at the school are invited to indicate that they agree to the school using images of her as set out in this policy, However, parents should be aware that certain uses of their child's images may continue to be necessary for example, administration, education or security or will be unavoidable, for example if they are included incidentally in CCTV or as a part of a whole-school photograph.
- 1.5. Parents should be aware that, from around age twelve, the law recognises pupils' own rights to have a say in how their personal information is used – including images. Pupils entering the Sixth Form will be asked individually for their consent to the use of their image as outlined in this policy.
- 1.6. Any parent who wishes to limit the use of images of a pupil for whom they are responsible should contact the Bursar (bursar@godolphinandlatymer.com) in writing. The School will respect the wishes of parents/carers and pupils whenever reasonably possible.
- 1.7. The School will seek specific consent from parents or pupils, as appropriate, before using a photograph or video recording where we consider that the use is more privacy intrusive.

2. Use of Pupil Images in School Publications, Online and the Media

- 2.1. We are an open and inclusive community that is very proud of all of the achievements of all of our girls in their academic, artistic and sporting endeavours. 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:
 - 2.1.1. on internal displays (digital and conventional notice boards) within the School premises;
 - 2.1.2. in communications with the School community (parents, pupils, staff, Governors and alumnae) including by email, e-newsletters and on the School intranet;
 - 2.1.3. on the School's website and, where appropriate, via the School's social media channels which may include, Instagram, Flickr, YouTube, Vimeo and Facebook; and
 - 2.1.4. in the School's handbooks, magazines and newsletters etc. and in online, press and other external advertisements for the School.
- 2.2. The School may continue to use any photos and videos after the pupil has left the School.
- 2.3. 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

or videographer for marketing and promotional purposes, or occasionally pupils. The School will only use images of pupils in suitable dress.

- 2.4. The media may attend events or school activities in which the School pupils are participating (both on and off site) in which case pupils may be included in media photos/videos from such an event, but the School will not directly provide pupil names for use by the media with such images without the consent of the parents or pupils (as applicable).

3. Use of Images for Internal Identification

- 3.1. All girls are photographed on entering the school and, thereafter, at the start of Year 10 and LVI for the purposes of internal identification.
- 3.2. Photographs are securely stored in the password-protected School management information system, where access is restricted to staff. These photographs may be printed for use on residential visits or within school for the purpose of identifying those pupils who may require emergency assistance due to a specific medical condition (e.g. asthma or anaphylaxis). Any parent who so requests will be sent a copy of his or her daughter's photograph.

4. Security of Pupil Images

- 4.1. Professional photographers are supervised 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 our instructions.
- 4.2. The School takes appropriate technical and organisational security measures to ensure that images of pupils we hold are kept securely and protected from loss or misuse.
- 4.3. 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 the School's policies and the law.

5. Advice to Parents and Visitors

- 5.1. We ask parents and visitors to support us and those who are vulnerable by not taking any photographic images of pupils whilst visiting the school premises. This includes those participating in events and productions, unless specific permission has been granted. We request that images of pupils, other than your own child, must not be shared on social media or any other internet platform without prior consent.

6. Safeguarding

- 6.1. All pupils are encouraged to look after each other, and to report any concerns about the misuse of technology or worrying issue to a member of staff. The use of cameras on mobile phones by students is not allowed during school hours, nor should photography ever be used in a manner that may offend or cause upset.
- 6.2. Any evidence of the use of inappropriate images, or the misuse of images, which indicates that a child is at risk of harm should be reported to the Designated Safeguarding Lead in accordance with the School's Safeguarding (Child Protection) Policy.