

Seahaven Academy

Taking, Storing and Using Images of Children Policy



Seahaven Academy
The best in everyone™
Part of United Learning

1. Scope and Purpose

- 1.1 Seahaven Academy (the “**School**”) may take and store images of students of the School (the “**Students**”) for a number of purposes:
- for identification purposes
 - to take images of Students, individually or in groups, as part of the School’s record and as a service for parents / carers
 - for security via CCTV recordings
 - for teaching and learning purposes
 - for use in celebration and promotion of activities and / or trips for the School on the School website, newsletter and / or social media
- 1.2 The School may also take and store images of Students for the purposes of identification, record, security and teaching and learning. The School’s legal basis for processing is public task, because we need to process these images as part of running of the School.
- 1.3 Photographs taken in School as a service for parents / carers (such as class photos) are processed on the basis of legitimate interest, because this is an activity that people might reasonably expect us to perform.
- 1.4 The School will ask for consent to use images of Students in any promotional material (see Appendix 1).

2. How the School uses Data

- 2.1 The data controller for personal information held by Seahaven Academy is United Learning Trust (“**ULT**”).
- 2.2 ULT is registered with the Information Commissioner’s Office (the “**ICO**”) with the registration number **Z7415170**.
- 2.3 The Company Secretary, Alison Hussain, is responsible for ensuring that ULT complies with the relevant Data Protection laws. She can be contacted on:
- e-mail:** company.secretary@unitedlearning.org.uk
- telephone:** 01832 864538.
- 2.4 All images will be used in a manner respectful of the eight Data Protection Principles. This means that images will be:
- fairly and lawfully processed
 - processed for limited, specifically stated purposes only
 - used in a way that is adequate, relevant and not excessive
 - accurate and up to date
 - kept on file for no longer than is necessary

- processed in line with an individual's legal rights
- kept securely
- adequately protected if transferred to other countries

2.5 The Business Manager is responsible for ensuring the acceptable, safe use and storage of all images within the School. This includes the management, implementation, monitoring and review of this Policy.

3. How the School Seeks Consent for Images Used for Promotion

- Written parental / carer permission will be sought on entry to the School through the admissions process. A record of all consent details will be kept securely on file and / or the School's MIS (currently Arbor)
- Should permission later be withdrawn by parents / carers, records will be updated and the relevant School staff informed, and no further images of the Student concerned will be captured for use in publicity (please note that images already in circulation cannot be withdrawn)
- We will always make individual Students aware if photography is taking place and will talk about how and why we are taking the images in an age-appropriate way
- We will always respect the individual Student, and will never take images of anyone against their wishes
- When taking images, careful consideration will be given before involving very young or vulnerable Students who may be unable to question why or how activities are taking place
- Photography is never permitted in sensitive areas such as changing rooms, toilets etc.

3.1 There are always some risks associated with the distribution of images of Students. These measures help to mitigate those risks, but parents / carers should make sure that they are comfortable with their child being featured in images before consent is given.

4. How the School Uses Images for Promotion

4.1 Images are a way for the School to celebrate achievement, keep parents / carers and communities informed about our activities, and raise our profile. Parents / carers and families and the Students themselves often derive great pleasure from seeing these images around the School, in a newsletter or on a website.

4.2 Images may be included in print or digital media. Examples might include:

- printed publications
- websites
- adverts
- via communications channels such as newsletters or social media

- as part of wall displays
- to accompany stories in the media.

4.3 Students' full names will not be associated with photographs except where directly relevant. For example, where the Student has won a major competition.

5. Capture of Images by Parents / Carers

5.1 Parents / carers:

- are permitted to take photographs or video footage of events involving their child / children for private use only
- must not share images of any other Student on social media
- are not permitted to take photographs in sensitive areas such as changing rooms, toilets, swimming areas etc.
- who are using photographic equipment must be mindful of others when capturing images
- may contact the School's DSL to discuss any concerns regarding the use of images involving Students

6. Capture of Images by Other Students

6.1 As a School, we will discuss and agree age-appropriate acceptable use rules with Students regarding the use of cameras and mobile phones, such as places Students must not capture images (e.g. unsupervised areas, changing rooms, toilets etc.).

6.2 All School staff will be made aware of the acceptable use rules regarding Students' use of cameras and mobile phones and will ensure that Students are appropriately supervised when taking images for official or curriculum use.

6.3 School staff members will role model positive behaviour to the Students by encouraging them to ask permission before they take any photos.

6.4 Images taken by Students which are used for School purposes will be processed and stored in accordance with this Policy.

6.5 Students will also need to be aware of their obligations and requirements under the School's Online Safety Policy.

7. Use of Closed-Circuit Television ("CCTV")

7.1 For information on how the School captures and processes images through CCTV, please refer to the School's CCTV Policy.

8. Further Information

8.1 There is further information about how the School captures, uses, processes and stores images of Students in the following School policies:

- [Safeguarding Children and Child Protection Policy](#)
- [Privacy Notice](#)
- [Admissions Policy](#)
- [CCTV Policy](#)
- [Freedom of Information Policy](#)
- Staff Code of Conduct
- Staff Email, Internet and Social Media Acceptable Use Policy

Appendix 1 - Template Image Consent Form For Parents / Carers

Parental consent to use student photos and videos (together “images”) for promotion

Images are a way for the School to celebrate achievement, keep parents / carers and communities informed about our activities, and raise our profile. Parents / carers and families and the Students themselves often derive great pleasure from seeing these images around the School, in a newsletter or on a website.

Images may be included in print or digital media. Examples might include:

- printed publications
- websites
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- as part of wall displays
- to accompany stories in the media.

Students’ full names will not be associated with photographs except where directly relevant. For example, where the Student has won a major competition.

I, as a parent / carer of a Student, hereby grant permission for the School to capture images of my child for use in publicity and communications by Seahaven Academy and / or United Learning.

I confirm that I have read the School’s Privacy Notice and I understand that it may not always be possible to recall existing images of my child from circulation if I withdraw consent at a later date.

Student name: _____

Parent / Carer name: _____

Relationship to the Student: _____

Signed: _____

Date: _____

Please note, you have the right to withdraw your consent at any time. You can do so by contacting the Data Protection Lead at Seahaven Academy. Should you withdraw your consent, no further images of the Student concerned will be captured for use in publicity.