THE ROWANS SCHOOL

TAKING, STORING AND USING IMAGES OF CHILDREN POLICY

This policy applies to all children in the school, including those in the EYFS.

At The Rowans School, we are an open and inclusive community that is very proud of all of the achievements of all of our pupils in their academic, artistic and sporting endeavours. We celebrate our diversity and welcome many visitors. We particularly welcome parents to our concerts, plays and sporting events, as well as to more formal occasions during the school year.

The application of data protection laws to taking, using and storing images of children
Parents who accept a place for their child at The Rowans School are asked whether or not they agree to the school using anonymous photographs of their child and information relating to his/her achievements for promotional purposes, which may be published in the prospectus, social media or on the website, as well as displayed within the premises, and in magazines and newsletters sent to the school community. This consent is gathered and stored on their child's SchoolBase Portal.

A full privacy notice is made available to parents on the School website.

Use of images: display etc.
We will only use images of our children for the following purposes:

- To record the children's progress and inform teacher observations;
- To record events including outings in which the children participate;
- For internal and external displays on the school premises;
- For communications with the school community (parents, pupils, staff, Governors, etc) in weekly newsletters
- To use on the school's website;
- For marketing and promoting the school.

Images that we use in displays and on our website
Only a child's first name may be used in conjunction with images that we use for displays and communication purposes. We only use images of school activities, such as plays, concerts, sporting fixtures, school outings etc in their proper context. We never use any image that might embarrass or humiliate a child. The children are always properly supervised when professional photographers visit the school.

Imagery in exercise books
Images of children may be included in their exercise books to reflect the work they are doing during lessons. This is particular the case for the children in the Early Years.

Storage and review
Our images are stored securely on the school's server which is password protected. They are reviewed annually and are deleted when no longer required.

Media Coverage
We will always notify parents in advance when we expect the press to attend an event in which our children are participating, and will make every effort to ensure that children whose parents or guardians have refused permission for images of their children to be used are excluded from the event.

We may submit a formal complaint to the Press Complaints Council (PCC) if the media fails to follow the appropriate code of practice for the protection of our young people, including the children of celebrities.

Use of digital recording devices by staff
Staff will only use digital recording devices provided by the school to take photos of children. Images taken of any activities within or outside school will be downloaded onto the school database at the first available opportunity. These images will then be deleted from the camera. No member of staff will take a camera home with pictures of the children on it.

Use of cameras and recording equipment by parents and guardians
Parents are welcome to take photographs of their own children taking part in sporting and outdoor events. When an event is held indoors, such as a play or a concert, parents should be mindful of the need to use their cameras/recording devices with consideration and courtesy for others. This includes the use of flash photography which can disturb others in the audience, or even cause distress for those with medical conditions. The programme for the event gives guidance to parents on avoiding posting images to social media.

Parents are asked not to take photographs of the children when accompanying school outings.

Parents are also reminded that copyright issues may prevent us from permitting the filming or recording of some plays and concerts. We always remind parents before events where issues of copyright apply.

We record school plays professionally (not just those where copyright applies). Copies of the DVDs, CDs and download links are available for parents to purchase.

Please see additional guidance for EYFS in the 'Use of Electronic Devices' in the EYFS policy.

Staff induction
All new staff are given guidance on the school's policy on taking, using and storing images of children.

This policy will be reviewed annually
Policy Owner: TR Head, DH
Approved: TR Head
Date of last review: July 2026
Next review: July 2027