



GATEHOUSE SCHOOL **DIGITAL IMAGES POLICY**

Last Review by Governors:	November 2024
Next Review :	Autumn Term 2025

In all circumstances the storage and use of digital images which identify any individual will be in accordance with the UK Data Protection Act 2018 and the School’s Privacy Notice / Data Protection Policy which was last updated in **July 2023**. This Policy is intended to provide additional guidance and clarification of the procedures adopted by the School.

This policy covers the use of identifiable images. For example, an image showing the face of a child is “identifiable”. Where an image is perhaps of the back of a child or the face is blurred or so distant (in the background) as to be unable to see facial features then it will be deemed “unidentifiable” and the use of such an image will not be covered by this policy.

Upon acceptance of a place at Gatehouse School, parents acknowledge that the School may take and retain photographic or video images of their child which are intended for educational and administrative records only and will not be used for marketing purposes or shared publicly. The use of digital images plays an important part in learning activities. These images may be used, within the school, in presentations in subsequent lessons or for keeping a record of a child’s progress, or for identification purposes such as medical or SEND.

General consent will be sought from parents for using digital images of children within the following categories:

- a) In School publications (printed or digital) (e.g. School Prospectus, Newsletters, School magazines):
- b) On the School website
- c) On various School social networking and or photograph/video sharing platforms (e.g. the School's Facebook page, the School's Twitter feed, Instagram etc.)
- d) Shared with third party journalists or organisations for their own journalistic purposes

In most cases where images are used, no names will be used to identify a child. However, in certain circumstances the child's first name may be used but only if the parent of the child has given general consent for this.

Note that parents have the right to opt in or out of consent for the use of digital images or the identification of an image with a child's first name at any time. To change consent previously given please notify the school in writing or by email to admin@gatehouseschool.co.uk

The School will never use an image accompanied by the child's full name for any purpose unless specific consent, on a case by case basis, has been obtained from the parent first.

Monitoring of consent

The admissions manager is responsible for collating information on parental consent to have digital images made public. This information is passed to all academic staff and is monitored by the form teacher. The admissions manager collects the data from parents annually and reviews the whole school list termly.

How Images are Taken & Stored

Only devices which are supplied by, and owned by the School, will be used to take images of pupils. These devices may include, but are not limited to:

- digital cameras
- video cameras
- tablet computers
- mobile telephones*

*Most mobile telephones issued to staff by the School for the use of taking photographs within the school are not usually fitted with a SIM card but uploaded directly to the School's Google Drive account via Wifi. These devices can be identified as a "Gatehouse School Camera Phone" by a sticker on the back of the phone.

Under no circumstances are staff allowed to use personal mobile devices or cameras to take images of children and images must only be stored on the School's computer servers or on the School's Google Drive accounts.

Parents Photos / Video

At some school events and matches parents are permitted to take photographs or make video recordings of their children. These photos or videos should be for parents' own personal use only. We ask that photographs or video clips where other children are present are not uploaded to social media websites or shared in any way within the public domain. We request that parents respect the privacy of others and comply with any instructions given by the school regarding the taking of photographs or videos. Only by everyone adopting a responsible attitude to this will we be able to continue to allow parents to continue taking photographs and videos at school events.

Pupils' Access to Images

From time to time pupils may be provided with access to images of themselves and other pupils within their class which have been taken as part of a curriculum activity. Where children have access to photos through their pupil Google Drive Account under no circumstances should these images be downloaded to a personal computer and used for any purpose other than the curriculum activity they were intended for. All images taken by the School or pupils of the School are the intellectual property of Gatehouse School and must not be used or reproduced without permission. We ask that parents supervise their children's activity on home computers or other devices in this respect.