



**OUNDLE**  
School



**Laxton**  
Junior School  
OUNDLE

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## Photography Privacy Notice

### Introduction

We are committed to safeguarding the privacy of our community and we recognise the importance of balancing the benefits of having photographic records of the wide variety of events that take place in the School environment, whilst protecting each individual pupil appropriately. We also recognise that we live in an age of increasing consumption of media and photography through a variety of channels.

Photography in schools is subject to the Data Protection Act 2018 regarding the rights of individuals to have information of a personal nature treated in an appropriate manner and the Human Rights Act 1998, protecting the privacy of individuals and families.

### Scope and Definitions

'Photography' includes photographic prints, streaming media and transparencies, video, film and digital imaging, created using devices such as cameras, video cameras, phones, tablets, and any other type of image capture device not specified here, whether digital or not, using technology existent at this time or in the future.

'The School' refers to The Corporation of Oundle School (the "Corporation") that covers both Oundle School and Laxton Junior School (LJS), Oundle Society and Oundle Enterprises.

'Parents' refers to parents, carers or guardians.

### Purpose of the Privacy Notice

The purpose of this Privacy Notice is to provide information to pupils and their parents about how images of pupils are normally used by 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, as well as visitors.

It exists in addition to the School's Terms and Conditions and any other information the School may provide about a particular use of pupils images, including signage about the use of CCTV, and more general information about use of pupils' personal data in the School's Privacy Notice. Images of pupils in a safeguarding context are dealt with under the School's relevant Safeguarding policies.

### Image Capture in the School Environment

Certain uses of images are necessary for the ordinary running of the School, while other uses are in the legitimate interests of the School and its community. The School is entitled lawfully to process such images and take decisions about how to use them, subject to any reasonable objections raised.

## **Use of Pupil Images for Identification and Security**

All pupils are photographed on entering the School and thereafter for the purposes of internal identification. These photographs identify the pupil by name, year group, house and database identification code. CCTV is in use on the School's premises and will sometimes capture images of pupils. Images captured on the School's CCTV system are using in accordance with the Privacy Notice and CCTV policy.

## **Image Capture for Communication and Marketing purposes**

We hope that parents will feel able to support the School in using pupil images to celebrate and promote the breadth of School life. If you have any objection to the School's use of your child's or your image in marketing and promotional material, please ensure the School is informed of your objection.

## **Our approach**

We seek to ensure that all marketing and promotional material represents School life in a way that is reflective of the values and ethos of both Oundle School and Laxton Junior School. Photographs of pupils add colour, life and interest to the promotion and celebration of all aspects of School life. We are committed to using all pupil images responsibly and sensitively.

The source of such imagery is predominantly School staff, including the School Photographer, as well as occasional professional photographers or pupils themselves. Rules and policies are in place regarding how and when to take such images, including secure storage and identification of individuals. The School Photographer coordinates a team of Pupil Photographers, all of whom work to a set of strict guidelines when covering School events. Wherever possible at the time of any shoot, the reason for the photography and the nature of any subsequent publication of photos is communicated to the subject(s).

Unless the relevant pupil or parent has requested otherwise, the School will use images of its pupils to keep its community updated on the activities of the School, and for marketing and promotional purposes, including:

- On internal displays, including digital and conventional notice boards within the School's premises;
- In communications with the School community (parents, pupils, staff, Governors and alumni) including by email, in publications and newsletters, on the parent portal and by post. Publications include, but are not limited to: The Oundelian, The Review/LJS Review, Admissions collateral and publications produced by the Oundle Society;
- On the School's websites and, where appropriate, the School's social media channels which may include, but not be limited to: YouTube, Instagram, X (formerly Twitter), Facebook, LinkedIn and Vimeo. Such images would only be published with the pupil's first name, unless parental permission to use a full name is sought in specific circumstances;
- In the School's admissions and marketing collateral, as well as press and other external advertisements for the School. Such external advertising would not normally include a pupil's full name without permission.

## **Use of Pupil Images in the Media**

Where practicably possible, the School will always notify parents in advance when the media is expected to attend an event or School activity in which pupils are participating. It will make every reasonable effort to ensure that any pupil whose parent has objected to the use of images for that pupil, or themselves, will not be filmed or photographed by the media, nor such images provided for media purposes.

The media often asks for the names of relevant pupils to go alongside the images, and these will be provided where parents have been informed about the visit and consent has been given.

## 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. Appropriate measures are taken to ensure that images of pupils held by the School are kept securely on School systems, and protected from loss or misuse. 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.

## Use of Cameras and Filming Equipment (including mobile phones) by Parents and Visitors

Other than the exceptions below, no parent or visitor is permitted to take photos of pupils (including a mobile phone's camera facility) whilst on School premises, especially if they are touring or visiting the School on behalf of another family. As per the EYFS and Safeguarding policies, photography is not permitted in the EYFS, except when using a School device.

However, we recognise that it is usual for parents to want to take photographs and videos of their children at School events, concerts, matches and social occasions. Parents, guardians 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:

- 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; it should therefore not be used at indoor events. Parents are asked to respect any specific guidelines in place for individual events;
- Parents are asked not to take photographs of other pupils, except incidentally as part of a group shot, without the prior agreement of that pupil's 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 or published in any other way. They should not be shared publicly on social media;
- 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 or live streams plays, concerts, sports fixtures and events (or engages a professional photographer or film company to do so). We will endeavour to make parents of pupils taking part in such plays and concerts aware if it is intended to make such recordings available more widely.

Oundle School Sports Centre staff request that an objection form must be completed by any parent wishing to photograph at the pool, for swimming galas and events for example. Forms are available from the staff at the Sports Centre.

## Use of Cameras and Filming Equipment by Pupils

We recognise that photography and filming of peers, with subsequent distribution, is part of life. We actively educate pupils on their use of such imagery and the privacy issues surrounding it, especially regarding social media. Pupils are encouraged to look after each other, and to report any concerns regarding imagery 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 is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.

Reviewer	HM
Post of Reviewer	Director of Marketing
Review Date	March 2024
Reviewed and filed with both Schools	March 2024
Next Review (max 3 yrs)	March 2026