



**Shrewsbury**  
International School

PHNOM PENH

## SISPP SFG03 (draft)

# Use of Images Policy

**Produced by:** Toby Waterson

**Reviewed by the Governing Body on:**

**Authorised by the Governing Body on:**

**Date of Next Review by School Senior Leaders:**

### Keeping Children Safe

*Shrewsbury International School Phnom Penh is committed to providing outstanding care and education to its pupils, safeguarding and promoting the welfare of all children.*

## **Aim**

This policy is intended to provide information to pupils and their parents, carers or guardians about how images of pupils are normally used by SISPP. It also covers the School's approach to the use of cameras and filming equipment at School events and on School premises by parents, pupils themselves, staff and media.

Parents who accept a place for their child at the School are invited to agree to the School using images of their child as set out in this Policy, via the School's terms and conditions. We hope parents feel able to support the School in using pupil images to celebrate the achievements of pupils, promote the work of the School, and for important administrative purposes such as identification and security. However, any parent who wishes to limit the use of images of a pupil will indicate as such on the Enrolment Terms and Conditions return. The School will always respect the wishes of parents (and indeed pupils themselves) where reasonably possible and in accordance with this policy.

## **Use of Pupil Images in School Publications**

Unless the relevant pupil or the pupil's parents have requested otherwise, 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:

- On internal displays (including clips of moving images) on digital and conventional notice boards within the School premises
- In communications with the School community (parents, pupils, staff, Governors and alumni) including by email.
- On the School's website and, where appropriate, via the School's social media channels, e.g. Facebook. Where pupils' names accompany such images an identifying surname is never used.
- In the School's prospectus, and in online, press and other external advertisements for the School. Such external advertising will never include pupils' names.

The source of these images is predominantly the School's photographer for marketing and promotional purposes, or staff in relation to School events, sports or trips. The School will only use images of pupils in suitable dress.

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

All pupils are photographed on entering the School and, thereafter, at yearly intervals, for the purposes of internal identification. These photographs identify the pupil by name, year group and form.

CCTV is in use on the school premises and will sometimes capture images of pupils. Images captured on the School's CCTV system are used in accordance with the School's CCTV Policy.

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

Where a parent has refused permission for images of a pupil to be taken, the School will ensure that their image is not published by the media.

The media normally asks for the names of the relevant pupils to go alongside the images, and these will be provided only where parents have been informed about the media's visit, and no objection from the parents has been received.

### **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.

The School takes appropriate technical and organisational security measures to ensure that images of pupils held by the School are kept securely, and protected from loss or misuse, and in particular will take reasonable steps to ensure that members of staff only have access to images of pupils held by the School where it is necessary for them to do so.

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.

### **Use of Cameras and Filming Equipment (Including Mobile Phones) by Parents**

Parents are welcome to take photographs of (and where appropriate film) their own children taking part in School events, subject to the following guidelines, which the School expects all parents to follow.

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. In particular, flash

photography can disturb others in the audience, or even cause distress for those with medical conditions; the School therefore asks that it is not used at indoor 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.

Images which may identify other pupils should not be shared or otherwise made accessible to others via the internet (for example on Facebook), or published in any other way.

Parents should not take photographs of staff or share or make accessible on the internet (for example on Facebook), or publish in any other way photographs which include staff.

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 toilets, washing or changing rooms, or backstage during School productions, and not 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.

### **Use of Cameras and Filming Equipment by Staff**

Where staff record School events and activities they must do so using School cameras and filming equipment. Images and film should be uploaded to a shared School sanctioned and managed location promptly, and then deleted from the School equipment. Personal cameras, phones and equipment must never be used.

### **Use of Cameras and Filming Equipment by Pupils**

All pupils are encouraged to look after each other, and to report any concerns about the misuse of technology, or any worrying issues to a member of the pastoral staff. Pupils should only use School cameras or filming equipment and only with the consent of a teacher, and the consent of the pupils/staff being photographed/filmed.

The use of cameras or filming equipment 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 cameras or filming equipment in a way that breaches this Policy and is always taken seriously, and may be the subject of disciplinary procedures.

- Adapted from the *Packwood Haugh Child Protection Policy* and the *Shrewsbury School Data Policies* by Toby Waterson, August 2022.