



GUILDFORD HIGH SCHOOL

4-10 FILMING AND PHOTOGRAPHY

We take and store images for a number of purposes:

- For identification purposes
- To take images of pupils, individually or in groups, as part of the school's record and as a service for parents
- For security via CCTV recordings
- For teaching and learning purposes
- For use in celebration and promotion of activities in school

For the purposes of identification, record, security and teaching and learning, our legal basis for processing is public task, because we need to process these images as part of running Guildford High School.

Photographs taken in school as a service for parents (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.

We will ask for consent to use images in promotional material.

HOW WE USE YOUR DATA

The data controller for personal information held by Guildford High School is United Learning Trust (ULT). ULT is registered with the Information Commissioner's Office (ICO). The registration number is Z7415170. The Company Secretary is responsible for ensuring that ULT complies with the Data Protection Law. They can be contacted on company.secretary@unitedlearning.org.uk or 01832 864538. 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.

Rosana Vilaplana, Database Manager and Data Protection Lead, 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.

HOW WE SEEK YOUR CONSENT FOR IMAGES USED FOR PROMOTION

- Written parental permission will be sought on entry to the school. A record of all consent details will be kept securely on file.
- Should permission later be withdrawn by parents/carers, records will be updated and the relevant staff informed, and no further images of the pupil concerned will be captured for use in publicity. *(Please note that images already in circulation cannot be withdrawn.)*
- We will always make individuals 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 and will never take images of anyone against their wishes.
- When taking images, careful consideration will be given before involving very young or vulnerable children who may be unable to question why or how activities are taking place.
- Photography is not permitted in sensitive areas such as changing rooms, toilets, etc.

There are always some risks associated with the distribution of images. These measures help to mitigate those risks, but you should make sure you are comfortable with your child being featured in images before you give consent.

HOW WE USE IMAGES FOR PROMOTION

Images are a way for us to celebrate achievement, keep parents and communities informed about our activities, and raise our profile. Parents and families and the children themselves often derive great pleasure from seeing their loved ones in print or on a website.

- Images may be included in print or digital media. Examples might include: printed publications; websites; adverts; in communications channels such as newsletters or social media (including social media posts and campaigns; as part of wall displays; or to accompany stories in the media. We may also film lessons from the back of the classroom for internal teacher training purposes.
- Children's full names will not be associated with photographs except where directly relevant. For example: where the child has won a major competition.

CAPTURE OF IMAGES BY PARENTS/CARERS

Guildford High School recognises that family members may wish to photograph or record their daughter when she is representing the school, for example, in sport, debating or whilst she is performing at school concert or production.

- Whenever possible parents/relative should use the official school recording of an event
 - When parents/relatives take a photograph or record their daughter/relative, they should wherever possible only record their own daughter/relative's performance
 - Parents/relatives who are using photographic equipment must be mindful of others when capturing images e.g. videoing an ensemble or play from the audience is likely to disturb others
 - Respect should be shown to parents and individuals who may not want to appear on a recording or be photographed
 - Parents/relatives should not upload to social media photographs or videos of another parent's child without their consent and if they do so they should ensure that their privacy settings are appropriate.
 - Parents/relatives are permitted to take photographs or video footage of events for private use only.
 - Parents/relatives are not permitted to take photographs in sensitive areas such as changing rooms, toilets, swimming areas etc.
 - Parents/relatives may contact the school's DSL to discuss any concerns regarding the use of images.
- **Taking photographs or video of pupils in Reception and Year 1 is prohibited.**

The school will take very seriously any indication that any recording or photography at a school event has been inappropriately used, and where necessary will contact the police and any related services.

CAPTURE OF IMAGES BY CHILDREN

- We will discuss and agree age-appropriate acceptable use rules with children regarding the use of cameras, such as places children must not capture images (e.g. unsupervised areas, toilets etc).
- All staff will be made aware of the acceptable use rules regarding children's use of cameras and will ensure that children are appropriately supervised when taking images for official or curriculum use.
- Members of staff will role model positive behaviour to the children by encouraging them to ask permission before they take any photos.
- Images taken by children which are used for school purposes will be processed and stored in accordance with this policy.

USE OF CLOSED-CIRCUIT TELEVISION (CCTV)

Information on how we capture and process images through CCTV, is included in our CCTV policy, which is available to parents on request.

ANNEX 1 - TEMPLATE IMAGE CONSENT FORM

PARENTAL CONSENT TO USE PUPIL PHOTOS AND VIDEOS (IMAGES) FOR PROMOTION

In running the school, we use photos of our pupils for several reasons. Some of these are for administration and safety of pupils, such as CCTV and identification as well as for marketing and publicity purposes.

The use of pupil photographs and videos makes it possible for the school to share with you, family, friends, and the wider community the activities and events that make up school life. For the school to share these events and celebrate the successes of our student body, we often will capture these moments and use the footage in both printed and online materials. Materials may include the school's website and external news providers including 'The Surrey Advertiser' and 'The Sunday Times'. Additionally, they may be used as part of promotional materials, social media channels and our newsletters.

Your daughter will never be photographed against her will. We remain vigilant in our pupils' safety and ensure we take careful measures that safeguard your daughter, should they feature in any marketing or publicity materials. If the school wishes to use images or film of your daughter for a purpose not set out in our Filming and Photography policy, for example, as part of a larger marketing campaign, promotional film or for use by United Learning, we will always contact you first to ensure you are happy with this. Guildford High School will respect the wishes of parents/carers where reasonably possible. You can read our Privacy Policy, Safeguarding Policy, and Filming and Photography Policy at www.guildfordhigh.co.uk

Please complete this reply to confirm that you are happy for your daughter to be photographed and filmed in accordance with our policies:

I consent to the school using photographs and images of my daughter.
I do not consent to the school using photographs.

You have the right to withdraw your consent at any time. You can do so by contacting marketing@guildfordhigh.co.uk. Should you withdraw your consent, no further images of the pupil concerned will be captured for use in publicity.

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