Kingsbridge
EDUCATIONAL TRUST

Photographs of pupils

Photographs of Pupils policy

ADOPTION AND AMENDMENTS TO PHOTOGRAPHS OF PUPILS

Written February 2018

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Kingsbridge Educational Trust, a charitable company limited by guarantee and registered in England and Wales with company number 09144847. The registered office is at Oakgrove School, Venturer Gate, Middleton, Milton Keynes, MK10 9JQ

Photographs of Pupils policy

Kingsbridge Educational Trust (The Trust) is obliged to comply with the General Data Protection Regulation (GDPR) and the Data Protection Act 2018 when it takes or publishes photographs of its pupils. The Trust will always try to act in the best interest of the pupils and, as far as it legally can, it will take parental preferences into account.

The Data Protection Act gives children rights over their own data when they are considered to have adequate capacity to understand. Most children will reach this level of understanding at around age 12. For this reason, for most pupils in a secondary school, it will normally be up to the individual child to decide whether or not to be photographed. Where the school considers that the child does not have the capacity to make such a decision the school will act as it considers to be in the best interests of the child and in doing so will take account of any stated parental preference.

The Trust will take all reasonable measures to ensure that photographs and videos are used and shared safely. However, parents and carers should be aware that images published online cannot be fully controlled and may be copied, altered, or misused by others. This includes the potential use of artificial intelligence (AI) and other digital technologies to manipulate images or create misleading content. Parents and carers should consider these risks when providing consent for image use.

If you wish to express a preference for the school to avoid taking or publishing photographs of your child, please indicate on the form provided by the school. If no preference is expressed, then the school will act in accordance with the principles expressed in this policy.

Ordinarily, the following rules will apply to photographs in the Trust's schools:

Photographs for Internal and External Use

The school will take photographs for its own use. Usually these will be unnamed photographs and will generally be for internal school use, but these may also be used in publications, such the prospectus, in presentations at an event for parents, or on the school's website and social media platforms. Unnamed photographs could also be used on display boards, which can be seen by visitors to the school.

- When a photograph is taken, the pupil/s will be informed what it is for, so that they can object if they wish.
- If the school wants to use named photographs, it will obtain specific consent first. For most pupils this will be pupil consent as explained above, but parental wishes will be taken into account.
- Photographs will be securely stored by the school, Trust and external marketing communication agencies, who produce marketing materials for information and publicity campaigns.
- The child or parent/carer retains the right to contact the school or the Trust at any time if they wish for the photograph to stop being used. The image will then be deleted.

Media Use

- Unnamed photographs taken by the school will be used to promote positive events and announcements, which will be distributed to the media for traditional and digital (website, social media etc.) publication.
- The school will give proper consideration to the interests of its pupils when deciding whether to allow external organisations to take photographs or to film.
- When the media has been given permission to be present in school or at school events, this will be on the condition that they observe this policy.
- Where the media has permission to be present at a particular event the school will make sure that pupils and their parents/carers are informed of the media presence. If no objection is received, then the school will assume that unnamed photographs may be published.
- If the Media entity wants to publish named photographs then they must obtain specific consent from those pupils with capacity to consent or the parents of those without capacity.

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The school will require the media entity to check with the school before publication, so that the school can check that any objections have been taken into account.

Family Photographs at School Events

- It shall be at the discretion of the school whether photographs may be taken at a school event.
- Family and friends taking photographs for the family album will not be covered by Data Protection legislation.
- Where the school decides to allow such photography, the family and friends will be asked not to publish any photographs showing children other than their own on digital platforms.

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