

## TAKING, STORING AND USING IMAGES OF CHILDREN POLICY

At Mayfield Preparatory School, we are an open and inclusive community that is very proud of all of the achievements of all of our pupils in their academic, artistic and sporting endeavours. We celebrate our diversity and give all of our many visitors a warm welcome. This policy applies to all pupils, parents and staff at Mayfield Preparatory School including in the Early Years Foundation Stage.

We particularly welcome parents to our concerts, plays and sporting events, as well as to more formal occasions during the school year. The school walls are decorated with examples of pupils' work, team photographs and photographs of trips and expeditions in which our pupils have participated. We make full use of electronic notice boards inside the school to enhance our displays. Our web site and social media platforms are updated regularly, and all parents are sent the Mayfield Magazine every half-term in order to keep them fully abreast with the news of our active community.

### THE APPLICATION OF DATA PROTECTION LAWS TO TAKING, USING AND STORING IMAGES OF CHILDREN

Parents who accept a place for their child at Mayfield Preparatory School are invited to agree to the school using anonymous photographs of their child and information relating to his or her achievements for promotional purposes, which may be published in the prospectus or on the web site, as well as displayed within the premises, and in bulletins sent to the school community. The consent forms that we use for this purpose are kept in the School Office.

### USE OF IMAGES: DISPLAYS ETC

We will only use images of our pupils for the following purposes:

Internal displays (including clips of moving images) on digital and conventional notice boards within the school premises,

Communications with the school community (parents, pupils, staff, Governors and alumni) via the school's web site,

Marketing the school digitally by web site, by prospectus, by displays at Open Days and other marketing functions.

## IMAGES THAT WE USE IN DISPLAYS, THE MAYFIELD MAGAZINE AND ON OUR WEB SITE AND SOCIAL MEDIA PLATFORMS

When images of pupils are used for displays and communications purposes, either they are anonymous or only their first name is used in a caption or article. School staff take care not to use more than two identifiers, so that a pupil cannot be identified by a person outside the school and to be compliant with the school's Data Protection Policy. We only use images of school activities, such as plays, concerts, sporting fixtures, prize-giving, school trips etc in their proper context. We never use any image that might embarrass or humiliate a pupil. Pupils are always properly supervised when professional photographers visit the school. Parents are given the opportunity to purchase copies of these photographs.

## STORAGE AND REVIEW

Our images are securely stored either in locked filing cabinets, or in a password protected section of the school's database. They are reviewed annually and are deleted when no longer required, or when a pupil leaves Mayfield Preparatory School. We have a procedure in place for regularly checking and material is deleted. We follow BECTA guidance on e-safety. Updating our web-site in school holidays, when expired

## MEDIA COVERAGE

We will always notify parents in advance when we expect the press to attend an event in which our pupils are participating, and will make every effort to ensure that children whose parents or guardians have refused permission for images of their children to be used are excluded from the event. We will always complain to the Press Complaints Council (PCC) if the media fails to follow the appropriate code of practice for the protection of young people, including the children of celebrities.

## STAFF INDUCTION

All new teaching and office staff are given guidance on the school's policy on taking, using and storing images of children.

## USE OF CAMERAS AND RECORDING EQUIPMENT BY PARENTS AND GUARDIANS

Parents are welcome to take photographs of their own children taking part in sporting and outdoor events. 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 recording devices with consideration and courtesy for the comfort of others.

We ask parents not to take photographs of other pupils on their own, without the prior agreement of that child's parents. Flash photography can disturb others in the audience, or even cause distress for those with medical conditions; we therefore ask that it is not used at indoor events.

Parents are also reminded that copyright issues may prevent us from permitting the filming or recording of some plays and concerts. We always print a reminder in the programme of events where issues of copyright apply.

We record all plays and concerts (not just those where copyright applies). Copies of the DVDs and CDs are available for parents to purchase.

### TREATING OTHERS WITH RESPECT

Everyone has a right to feel secure and to be treated with respect, particularly the vulnerable. Harassment and bullying will not be tolerated. Our Anti-bullying policy is available on the school website and on request. The school is strongly committed to promoting equal opportunities for all, regardless of race, gender, gender orientation or physical disability.

All pupils are encouraged to look after each other, and to report any concerns about the misuse of technology, or worrying issue to a member of the pastoral staff. The use of cameras on mobile phones is not allowed in washing and changing areas, nor should photography used in a manner that may offend or cause upset. The misuse of cameras in a way that breaches our anti-bullying policy is always taken seriously and may be the subject of disciplinary procedures.

Reviewed on : September 2025

Review Date : September 2026

Head Teacher : Matthew Draper

Chair of Governors : Dr Ed Ng