



The Maynard School

2026- 2027

6.38.2 Taking, storing and using images of children policy

1. This Policy

- This policy is intended to provide information to pupils and their parents, carers or guardians (referred to in this policy as "parents") about how images of pupils are normally used by The Maynard School ("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 themselves, and the media.
- It applies in addition to the school's terms and conditions, and any other information the school may provide about a particular use of pupil images, including e.g. signage about the use of CCTV; and more general information about use of pupils' personal data, [e.g. the school's Privacy Policy and Photography and Media Policy]. Images of pupils in a safeguarding context are dealt with under the school's relevant child protection and safeguarding policies.
- Schools must therefore put in place guidance and training for staff (especially those who regularly handle pupil images).
- As schools increasingly use Instagram and other social media channels to promote their activities, they should ensure this is underpinned by appropriate training and a policy or set of guidelines for staff. This should deal with access (i.e. which trained staff have control of 'official' Instagram accounts) as well as best practice in use of images (including for example: protocols on appropriate content, whether to avoid using full identifying names, checks against any parental or pupil "opt outs" from marketing uses, use of personal devices for taking images of pupils (by staff), deleting such images from the cloud / not sending on with personal email etc.) and also e-Safety and safeguarding (e.g. rules against direct messaging, sending images to pupils, retaining images, not using images on personal social media etc.).
- This policy contains a general reassurance that pupils will only be photographed when suitably dressed; but staff should be aware that NSPCC guidance (see hyperlink below) is more detailed, recommending that images of children undertaking activities such as swimming, gymnastics and athletics should focus on the activity they are undertaking, rather than the individual, and avoid showing the full face and body of the child. Whilst such detail may be unhelpfully specific in an outward-facing policy aimed at parents and pupils, schools do need to ensure staff are aware of (and comply with) it to ensure best practice. The NSPCC guidance would be a useful starting point/tool in providing training on this issue, as will relevant Esafety guidance.
- Comments allowed on social media sites

- Monitoring of social media sites

The main legislation in this area is the GDPR (as retained in the UK following Brexit), the Data Protection Act 2018 and the Education (Independent School Standards) Regulations 2014. Relevant guidance includes:

- [The ICO Code of Practice on Privacy Notices](#)
- [The ICO sector-specific guidance for schools, universities and colleges](#)
- [The ICO's GDPR resources concerning education](#)
- [The ICO Code of Practice on CCTV](#)
- [The ICO's Guide to Data Protection](#)
- [The NSPCC's Using photographs of children for publication](#)

General points to be aware of

- Certain uses of images are necessary for the ordinary running of the school; other uses are in the legitimate interests of the school and its community and unlikely to cause any negative impact on children. The school is entitled lawfully to process such images and take decisions about how to use them, subject to any reasonable objections raised.
- As stated in our Photography and Media Policy, so that parents can make us aware of any concerns they may have about their daughter's image being used in photography and media, they are asked each year to give permission on the Consent Form for Photography/Filming for their daughter's involvement. However, parents should be aware of the fact that certain uses of their child's images may be necessary or unavoidable, for example if they are included incidentally in CCTV or a photograph.
- We hope parents will feel able to support the school in using pupil images to celebrate the achievements of pupils, sporting and academic; to promote the work of the school; and for important administrative purposes such as identification and security.
- Any parent who wishes to limit the use of images of a pupil for whom they are responsible should contact the Head of Marketing and Communications in writing: marketing@maynard.co.uk. The school will respect the wishes of parents/carers (and indeed pupils themselves) wherever reasonably possible, and in accordance with this policy.
- Parents should be aware that, from the age of 12 and upwards, the law recognises pupils' own rights to have a say in how their personal information is used – including images.

3. Use of Pupil Images in School Publications

- Unless the relevant pupil or her parent has 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 alumnae) including by email, on the school intranet and by post;
 - on the school's website and, where appropriate, via the school's social media channels, e.g. Instagram, LinkedIn and Facebook. [Such images are not accompanied by the pupil's full name]; and

- [in the school's prospectus, and in online, press and other external advertisements for the school. Such external advertising would not include pupils' names [and in some circumstances the school will seek the parent or pupil's specific consent, depending on the nature of the image or the use].
- The source of these images will predominantly be the school's staff (who are subject to policies and rules in how and when to take such images), or a professional photographer used for marketing and promotional purposes, or occasionally pupils. The school will only use images of pupils in suitable dress [and the images will be stored securely and centrally].

4. Use of Pupil Images for Identification and Security

- All pupils are photographed on entering the school and as they move up to a new key stage, for the purposes of internal identification. These photographs identify the pupil by name, year group, house and form/tutor group and are stored on iSAMS.
- CCTV is in use on school premises, and will sometimes capture images of pupils. Images captured on the school's CCTV system are used in accordance with the Privacy Policy.

5. 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 school pupils are participating, and will make every reasonable effort to ensure that any pupil whose parent or carer has refused permission for images of that pupil, or themselves, to be made in these circumstances are not photographed or filmed by the media, nor such images provided for media purposes.
- The media often asks for the names of the relevant pupils to go alongside the images, and these will be provided where parents have been informed about the media's visit and either parent or pupil has consented as appropriate.

6. 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 on school systems, and protected from loss or misuse. The school 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 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.

7. Use of Cameras and Filming Equipment (including mobile phones) by Parents

- 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, which the school expects all parents to follow:
 - I. 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; the school therefore asks that it is not used at indoor events.
 - II. 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.

- III. 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 (for example on Facebook), or published in any other way.
 - IV. 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.
 - V. 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 plays and concerts professionally (or engages a professional photographer or film company to do so), in which case digital copies may be made available to parents for purchase. Parents of pupils taking part in such plays and concerts will be consulted if it is intended to make such recordings available more widely.

8. 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.
- 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, or the school's Anti-Bullying Policy, Data Protection Policy for Pupils, Parents and Carers, Esafety Policy, IT Acceptable Use Policy for Pupils, Safeguarding Policy or the School Rules is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.