



**King's
Worcester**

**Taking, Storing and Using
Images of Children Policy**

1. Introduction

This Policy is intended to provide guidance to staff and information to pupils and their parents/guardians about how images of pupils are normally used by The King's School, Worcester Foundation (the Foundation). It also covers the Foundation's approach to the use of cameras, video and filming equipment at Foundation events and on Foundation premises by parents/guardians and pupils themselves, and the media.

It applies alongside any individual parent/guardian or pupil consent forms provided (e.g. the Parent Contract, where this includes terms around image use and marketing), and should be understood in the context of any other information the Foundation may provide from time to time 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 in the Foundation's Privacy Notice for Pupils.

Safeguarding and online safety issues are more specifically dealt with under the Foundation's Safeguarding, Staff and Pupil AUP, and Social Media policies.

Staff are additionally subject to their own training (in accordance with their role) and Foundation policies in this area, including under the Employment Handbook.

2. General Principles of Image Use

Certain uses of images, including pupil images, are necessary for the ordinary running of the Foundation (e.g. for administration, identification, educational, medical, security and curricular purposes). It may not be possible to object to such uses, although any concerns in this regard will be duly considered by the Foundation.

Other uses are considered to be in the legitimate interests of the Foundation and its community and unlikely to cause any negative impact on children. The Foundation is entitled lawfully to process such images and take decisions about how to use them, although objections may be raised and the Foundation will seek to accommodate any reasonable concerns. Examples are given in this policy.

When relying on legitimate interests as a lawful basis for processing pupil images, the Foundation has carried out a Legitimate Interests Assessment (LIA), balancing the Foundation's purpose in using such images against any potential impact on pupils' privacy. The Foundation will only proceed where it has assessed that the processing is necessary, proportionate and does not override the rights or freedoms of the child.

We hope parents/guardians will feel able to support the Foundation in using pupil images to celebrate the achievements of pupils, sporting and academic; to promote the work of the Foundation; and for important administrative purposes such as identification and security. However, for any uses of images which might be considered more intrusive or unexpected – examples of which are set out further in this Policy – we will seek specific consent from parents/guardians and, as appropriate, pupils.

Parents/guardians who accept a place for their child at the Foundation are invited to indicate that

they agree to the Foundation using images of him/her as set out in this policy, via the relevant form attached to the Foundation's terms and conditions/Parent Contract and from time to time if a particular use of the pupil's image is requested.

Some processing of pupil images is necessary for the Foundation's public functions and core educational, administrative, medical, and safeguarding purposes. For these essential uses, the Foundation relies on lawful bases other than consent (such as legal obligation, vital interests, and legitimate interests) and parents/guardians cannot request deletion where the image is required for those essential purposes.

From approximately age 12, pupils may be deemed competent to make certain decisions about their personal data, including image use. The Foundation will consider the age, maturity and understanding of the pupil when applying this principle.

Any parent/guardian or pupil who wishes to limit the use of images of a pupil for whom they are responsible should contact the Compliance Manager in writing at compliance@ksw.org.uk. The Foundation will respect the wishes of parents/guardians and pupils wherever reasonably possible, and in accordance with this policy.

Questions about this policy or the use of pupil images should be directed to the Compliance Manager at compliance@ksw.org.uk.

3. Use and Publication of Certain Pupil Images

In accordance with any consents, notices or objections as may be applicable from time to time, the Foundation will use images of its pupils to keep the Foundation community updated on the activities of the Foundation, and for marketing and promotional purposes, including:

- on internal displays and notice boards on the Foundation's premises
- as part of the Foundation's email system and intranet, and in appropriate communications by whatever means with the Foundation community (parents/guardians, pupils, staff, Governors and alumni)
- as part of Foundation curricular or co-curricular activities (for example for physical education or drama, or as part of official activities using Foundation devices, tablets and applications)
- in printed material, such as Foundation magazines and printed marketing material, including the Foundation's prospectus
- on the Foundation's website and, where appropriate and in line with relevant policies, via the Foundation's social media channels (e.g. X (formerly Twitter), Instagram and Facebook); and
- exceptionally, in the press and other external advertisements for the Foundation.

The Foundation's policy in respect of the above uses is as follows:

- **Legitimate Interests** – will be relied upon for any uses which are either essential (e.g. security, administration, medical and education) or which fall within a scope of reasonably expected uses.

Reasonably expected uses include via internal Foundation or parent/guardian communications, or in other closed community groups, in printed material such as a Foundation magazine or prospectus, or any uses whereby an individual child cannot reasonably be identified by someone outside the Foundation community: where their face cannot clearly be seen.

The key effect of relying on legitimate interests is that parents/guardians and pupils may be entitled to object to such uses, although their specific consent will not be sought beforehand. Any objections will be duly considered by the Foundation, but can be overridden by other factors: for example, uses which the Foundation considers essential or which create little or no risk of harm (including where children are not at risk of outside identification).

- **Consent** – will be sought for all other external uses of pupil images online. In particular, where any intended use is more intrusive or unexpected: for example, if a child is the focus of the image and their face can clearly be seen.

Where consent is used as the lawful basis, parents/guardians and, where appropriate, pupils may withdraw that consent at any time. Withdrawal will apply to future use only and will not affect any processing that has already taken place, including publication in printed materials or content already distributed.

The Foundation will take reasonable steps following any objection or withdrawal of consent but may not be able to recall or destroy printed materials. Any particular concerns or vulnerabilities relating to a pupil or their family should be drawn to the Foundation's attention in advance. The safeguarding and best interests of pupils will remain the Foundation's priorities at all times.

The Foundation will not use any image of a pupil where doing so may compromise the child's safety or wellbeing. This includes pupils who are subject to safeguarding concerns, court orders, are Looked After Children, or where other vulnerabilities have been identified. In such cases, safeguarding considerations will always override any parental consent previously provided.

Pupils and parents/guardians may exercise rights under data protection law (including the right to object to processing based on legitimate interests, and the right to withdraw consent). Requests should be sent to compliance@ksw.org.uk.

4. Use of Pupil Images for Identification and Security

All pupils are photographed on entering the Foundation, and progression to Senior School/Sixth Form, for the purposes of internal identification. These photographs identify the pupil by name, year group, house and form/tutor group.

CCTV is in use on school premises for certain notified purposes, including security, and in certain cases is likely to capture images of pupils. Images captured on the Foundation's CCTV system are used in accordance with the Foundation's Privacy Notice for Pupils and CCTV Policy and the location of cameras will be clearly notified, including by signage. The Privacy Notice for Pupils and the CCTV policy can both be found on the Foundation's website.

5. Use of Pupil Images by External Media

Where practicably possible, the Foundation will always notify parents/guardians in advance when the media is expected to attend a Foundation event or activity in which pupils are participating, and will make every reasonable effort to ensure that any pupil whose parent/guardian 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 may ask for the names of the relevant pupils to go alongside the images. It is not usual practice to provide full names.

6. Security of Pupil Images

Professional photographers and the media are accompanied at all times by a member of staff when on Foundation premises. The Foundation uses only reputable professional photographers and makes every effort to ensure that any images of pupils are in suitable dress and held by such persons securely, responsibly and in accordance with the Foundation's instructions.

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

Any external processors of pupil images are engaged only for lawful purposes consistent with those set out in this policy, and subject to proper due diligence and contractual protections.

All staff are given guidance on the Foundation'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 Foundation purposes, and in accordance with Foundation policies and the law.

Pupils are also given age-appropriate training on their own privacy online and with their peers, including image use and social media safety in the PSHE curriculum.

Images will be retained only for as long as necessary for the purposes for which they were collected, in accordance with the Foundation's Data Retention Policy, after which they will be securely deleted.

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

Parents, guardians or close family members are welcome to take photographs of (and where appropriate, film) their own children taking part in Foundation events, subject to the following guidelines, which the Foundation expects all parents/guardians to follow.

- When an event is held indoors, such as a play or a concert, parents/guardians 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 Foundation therefore asks that it is not used at indoor events.
- Parents/guardians 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/guardians.
- Parents/guardians 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 online (for example on Facebook, Instagram, YouTube, TikTok, SnapChat or WhatsApp), or published in any other way. This restriction includes private or 'closed' groups (e.g., WhatsApp, Facebook Groups). Images must not be shared online if other pupils are or may be identifiable, unless those pupils' parents/guardians have expressly agreed.
- Parents/guardians are reminded that copyright issues may prevent the Foundation from permitting the filming or recording of some plays and concerts. The Foundation will always print a reminder in the programme of events where issues of copyright apply.
- Parents/guardians 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, by reference to their dress or activity or any other factor.

The Foundation reserves the right to refuse or withdraw permission to film or take photographs, at a specific event or more generally, either for all attendees and parents/guardians (e.g. where a safeguarding risk to an individual child has been identified) or from any individual parent/guardian who does not follow these guidelines, or is otherwise reasonably felt to be making inappropriate images.

The Foundation sometimes records plays and concerts professionally (or engages a professional photographer or film company to do so), in which case physical or digital copies may be made available to parents/guardians for purchase. Parents/guardians 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 creation or sharing of any images that may place anyone at risk, including images that are inappropriate, harmful, or used to intimidate, embarrass or bully is strictly prohibited. Any such incidents will be managed in line with the Foundation's Safeguarding and Anti-Bullying Policies, and may require referral to external agencies where appropriate.

The misuse of images, cameras or filming equipment in a way that breaches this Policy, or the Foundation's Anti-Bullying, Data Protection, Acceptable Use Policy for Pupils, Safeguarding, Behaviour Management policies 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.

The Foundation reserves the right to confiscate devices or restrict their use where image misuse is suspected or identified.

9. Review

This policy will be reviewed by the Director of Operations or the Compliance Manager annually or at more frequent intervals if there are relevant legislative changes, and/or the evaluation of the policy highlights the need for a review.

Version	Date	Author	Position
1	10/03/2025	A Winter	Director of Operations
2	17/04/2026	E L Sydenham	Compliance Manager
3			