

## **POLICY ON TAKING, STORING & USING IMAGES OF CHILDREN**

QM is an open and inclusive community, very proud of all of the achievements of the girls in their academic, artistic and sporting endeavours. Parents, guardians and friends are always welcome to fixtures and events marked in the Calendar with an asterix.

The school walls are decorated with examples of girls' work, team photographs and photographs of school trips and expeditions. The QM website is updated regularly, and all parents are sent 'Q' as a record of QM's busy and successful life.

### **The application of data protection laws to taking, using and storing images of children**

Parents of girls at QM are invited to agree to the school using anonymous photographs of their daughter and information relating to her achievements for promotional purposes, which may be published in the prospectus or on the website, as well as displayed within the premises, and in bulletins sent to the school community. The consent form that we use for this purpose is attached.

#### **Use of images: display etc**

Images of girls are used for the following purposes:

- Internal displays on notice boards within the school premises.
- The School Intranet.
- Marketing the school both digitally by website, by prospectus, by displays at educational fairs and other marketing functions and by other means.

#### **Use of images: internal identification**

All girls are photographed each year in September for the purposes of internal identification.

These passport-sized photographs identify the pupil by:

- Name
- Year Group
- Tutor Group
- Vertical House

They are securely stored in the password-protected area of the staff database, where access is restricted to teaching, boarding and admin staff. A copy of the photographs made is available to parents.

#### **Images use in displays and on the QM website**

The images used for displays and communications purposes never identify an individual pupil. Instead, they name the event, the term and year that the photograph was taken. Images of school activities, such as plays, concerts, sporting fixtures, prize-giving, school trips are only used in their proper context. No image that might embarrass or humiliate a pupil is ever used. Girls are

always properly supervised when professional photographers visit the school. Parents are given the opportunity to purchase copies of these photographs.

### **Storage and review**

Images are securely 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 girl leaves QM.

The website is regularly checked & updated and expired material is deleted. BECTA guidance on e-safety is followed.

### **Media coverage**

Girls whose parents have refused permission for images of girls to be used are excluded from any photographs taken by the press.

### **Staff induction**

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

See also

Anti-bullying policy

Policy on Use of ICT, Mobile Phones and other Electronic Devices

**Consent for publication of pupils' photographs and work - September 2009**

Name of pupil: \_\_\_\_\_

Year: \_\_\_\_\_

Please tick all of the boxes that apply.

- I agree that if selected, my daughter's work may be published on the school website.
- I agree that unnamed photographs of my daughter may be published on the school website and in school promotional material.
- I agree that a named photograph of my daughter may be published on the school website.
- I agree that my daughter may be photographed by the press at events organised by the school.
- I agree that my daughter's name may be published alongside a press photograph.

Signed \_\_\_\_\_

Name \_\_\_\_\_

Date \_\_\_\_\_