Photograph Images of Children Policy

Introduction
At St Hilary's School, we see education as a partnership between the family and the school. Our school is dedicated to preparing our children for their adult life beyond formal education and ensuring that it promotes and reinforces British Values to all our children. We actively promote democracy, the rule of the law, individual liberty and respect those with different faiths and beliefs. These are fundamental British Values which underpin all that we offer, as does our School Motto 'Not for oneself but for all.'

Purpose and Scope
As part of ensuring the welfare and safety of pupils at St Hilary's, we inform all parents of the possible dangers of the use of photograph images.

We are proud of the many achievements of our pupils at St Hilary's and there are many activities and events for our students to get involved in.

The School often uses photographic and video images of pupils in our literature (including, but not limited to, print advertising, banners, project display boards and flyers) and online (the St Hilary's School website and App, Friday Notes, digital advertising and on social media) which may be viewed overseas as well as in the UK and occasionally in relevant third-party publications to promote the school.

The majority of these photographs are taken by our Marketing Department, but occasionally, we make use of a professional photographer or use a drone. We may also make video or webcam recordings for school-to-school conferences, monitoring or other educational use.

From time to time, our school may be visited by the media who will take photographs or film footage of a visiting dignitary or other high-profile event. Pupils will often appear in these images, which may appear in local or national newspapers, or on televised news programmes.

To ensure we comply with GDPR (General Data Protection Regulation), we are required to obtain the consent of parents / carers to use photographs or video images of pupils under the age of 13.

There is no obligation on you to give consent but it may be helpful to inform your child if you decide not to give consent.

Your consent will last for the duration of your child's time at St Hilary's (unless explicitly withdrawn) and in giving your consent, you confirm that you understand the following:

Use of Pupil Images summary:

- I understand that the School will not always seek consent for use of images, for example where use is necessary for the running of the school (e.g. for CCTV)

- I understand that by providing consent to use an image and later withdrawing that consent, it may not be possible to change printed publications, such as a school magazine or prospectus, or third-party publications (for example where we have placed an advert or provided an image to a newspaper).
- I understand that I can withdraw consent at any time by contacting marketing@sthilarysschool.com
- I understand that the School will also refresh consent where any changes to circumstances occur. This may include (but is not limited to) any change to the legal standard of consent required, changes to pupil circumstances e.g. safeguarding concerns may mean a pupil's images can no longer be used etc.

Please note, photo consent will be either a yes or no. There is no option to only allow pupil photos in just the Friday Notes or any other specific medium.

Additionally, the photo consent **does not apply** to the School taking professional individual school photos, class photos, whole school photos and production photos.

An up-to-date list of children whose parents would **not** like their photograph to be used publicly is kept by the School Office, Head's PA and Marketing Manager. This is referred to whenever adding photographs to Friday Notes, the website or press articles.

Reviewed: June 2019, July 2020, June 2021, June 2022, July 2023, June 2024, June 2025, September 2026
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Person responsible: Mr Mark Parton (DSL)