



WETHERBY PREPARATORY
SCHOOL
— MARYLEBONE —



Wetherby Preparatory School
Bryanston Square
London W1H 2EA
020 7535 3520

Using Images of Children Policy

Policy reviewed by:	Lloyd Jackson
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Reviewer's signature:	
Headteacher's signature:	

Circulation: This policy is addressed to all members of staff and volunteers and is available to parents on request. It applies wherever staff or volunteers are working with the boys.

Please note: 'School' refers to Wetherby Preparatory School and 'parents' refers to parents, guardians and carers.

Wetherby Preparatory School

Taking, Storing and Using Images of Children Policy

1. This Policy

- This Policy is intended to provide guidance to staff and 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 Wetherby Preparatory School ("the School"). It also covers the School's approach to the use of cameras, video and filming equipment at School events and on School premises by parents and pupils themselves, and the media.
- It applies alongside the individual parent or pupil consent forms provided and should be understood in the context of any other information the School 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 School's Privacy Notice.
- Safeguarding and online safety issues are more specifically dealt with under the School's relevant safeguarding, AI and data protection policies.
- Staff will be subject to other School or Group policies in this area, including social media policies, and should have appropriate training in accordance with their role. In particular, the right to store, handle and publish images of pupils is limited only to designated individuals who have received the relevant training and approval from the Central Marketing senior management in this regard.

2. General Principles of Image Use

- Certain uses of images, including pupil images, are necessary for the ordinary running of the School for example, for administration, identification, educational and curricular purposes, and security. It may not be possible for subjects to object to such uses, although any concerns in this regard will be duly considered by the School.
- Other uses are considered to be in the legitimate interests of the School and its community, where these are 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, although objections may be raised and the School will seek to accommodate any reasonable concerns. Examples are given in this policy.
- External marketing uses of pupil images are managed on a consent basis. We hope parents will feel able to support the School in using pupil images to celebrate the achievements of pupils, sporting and academic, and to promote the work of the School.
- Such consents are obtained from parents via School forms. Staff will additionally seek specific consent from parents and, as appropriate, pupils for any uses of images which might be unexpected or could be more intrusive. Examples of this are set out further in this Policy.
- Parents should also be aware that certain uses of their child's images will continue to be necessary for example, administration, education or security; and, while reasonable efforts will be made to accommodate particular concerns or circumstances, it may not be feasible to exclude a child's image from all media content (for example if captured incidentally in CCTV or as a part of a large group photograph).
- Any parent who wishes to limit the use of images of a pupil for whom they are responsible should contact the Deputy Head Pupils and Operations in writing.

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 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 and notice boards within the School premises;
 - as part of the School's email system and intranet, and in appropriate communications by whatever means with the School community (parents, pupils, staff, and alumni) and its Group;
 - as part of School curricular activities for example for physical education or drama, or as a teaching aid, as part of official activities using School devices, tablets and applications;
 - on the School Group's public channels such as the School website, prospectus and its social media channels; and
 - occasionally, in formal promotional media and marketing campaigns e.g. external advertisements for the School.
- The School's policy in respect of the above uses is as follows:
 - **Legitimate interests** will be relied upon for any uses which are either essential (for example, security, administration and education) or which fall within a scope of purposes to be reasonably expected. These include via internal School or parent communications, on the intranet, School newsletters / emails, class yearbooks, School magazines and similar occasional publications within the School community. It also applies to any uses whereby an individual child cannot reasonably be identified by someone outside the School community: for example, because their face cannot clearly be seen.

The key effect of the School relying on legitimate interests is that, while parents and pupils will be entitled to raise objection to such uses, their specific consent will not be sought beforehand. Any objections will be duly considered by the School, but objections can be overridden by other factors: for example, uses which the School considers necessary.

- **Consent** is relied on for all external marketing uses – including website, prospectus and social media channels as well as other marketing campaigns – where a child may be clearly identifiable. Where appropriate (owing to the pupil's age or nature of the use) we may also seek the specific consent of particular pupils.
- The School 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 School's attention in advance. The safeguarding and best interests of pupils will remain the School's priorities at all times.

4. Use of Pupil Images for Identification and Security

- All pupils are photographed on entering the School and, thereafter, at yearly intervals, 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 School's CCTV system are used in accordance with the Privacy Notice and CCTV Policy and the location of cameras will be clearly notified, including by signage

5. Use of Pupil Images by External 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 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 may ask for the names of the relevant pupils to go alongside the images. It is not the School's policy to provide full or first names in this scenario, and these will only be provided where parents have been informed about the media's visit and either parent or pupil has specifically consented to the sharing of their name, for an appropriate and necessary purpose.

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 in suitable dress and held by such persons 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.
- 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.

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:
 - 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.
 - Parents are asked not to take photographs of other pupils without the prior agreement of that pupil's parents.
 - 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 online (for example on Facebook, Instagram or by text or WhatsApp), or published in any other way.
 - 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.
 - 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 or pose a safeguarding risk, by reference to their dress or activity or any other factor.
- The School reserves the right to refuse or withdraw permission to film or take photographs, at a specific event or more generally, either for all attendees/parents (e.g. where a safeguarding risk to an individual child has been identified) or from any individual 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 physical or 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.

- Should remote video provision at home (by Zoom, teams or otherwise) be required or facilitated by the School in any context, specific guidelines and instructions will be provided to ensure privacy and safety, including around dress and recording of video.

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 *Bullying Policy*, *IT Acceptable Use Policy*, *Safeguarding Policy* or *Disciplinary Policy / School Rules* is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.

Last Updated: September 2025