

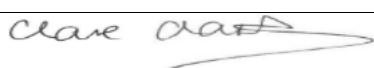


'Christ at the centre, children at the heart'

Our Lady of Walsingham Catholic MAT

Company No: 08444133

Registered Office: Fordham Road, Newmarket, Suffolk, CB8 7AA

Approved by the Trust Board:	July 2026
Signed by Trust CEO:	
Review Date:	July 2027

Taking, Storing and Publishing Images of Students' Policy

1 Policy Purpose and Scope

- 1.1. This Policy is intended to provide information to students and their parents, carers or guardians (referred to in this policy as "parents") about how images of students are normally used by the Our Lady of Walsingham Catholic Multi Academy Trust and its member schools (referred to in this policy as "the academy"). It also covers the academy's approach to the use of cameras and filming equipment at school events and on school premises by parents and students themselves, the media and other schools.
- 1.2. It applies in addition to the academy's terms and conditions, and any other information the academy may provide about a particular use of student images, including, for example, signage about the use of CCTV; and more general information about use of students' personal data.
- 1.3. Parents who accept a place for their child at the academy are invited to agree to the academy using images of their child as set out in this policy, by signing a copy of the policy below. We hope parents and students will feel able to support the academy in using student images to celebrate the achievements of students, promote the work of the academy, and for important administrative purposes such as identification and security.
- 1.4. Any parent or student who wishes to limit the use of images of a student for whom they are responsible should contact the Headteacher in writing. The academy will always respect the wishes of parents/carers/students where reasonably possible, and in accordance with this policy.
- 1.5. Certain uses of images are necessary for the ordinary running of the academy and its community. The academy is entitled lawfully to process such images and take decisions about how to use them, subject to any reasonable objection raised.

2 Use of Student Images in School Publications

- 2.1. Unless the relevant student or his/her parent has requested otherwise, the academy will use images of its students to keep the academy community updated on the activities of the academy, and for marketing and promotional purposes, including:
 - a) on internal displays (including clips of moving images) on digital and conventional notice boards within the academy premises;
 - b) in communications with the academy community (parents, students, staff, governors and alumni) including by email, on the academy intranet and by post;
 - c) On the academy's website and, where appropriate, via the academy's social media channels, e.g. Twitter and Instagram. Such images would not normally be accompanied by the student's full name;
 - d) in the academy's prospectus, and online, press and other external advertisements for the academy. Such external advertising would not normally include student's names, except where express permission has been sought.
- 2.2. The source of these images is predominantly the academy's professional photographer for marketing and promotional purposes, or staff/students in relation to school events, sports or trips. The academy will only use images of students in suitable dress.

3 Use of Student Images for Identification and Security

- 3.1. All students are photographed on admission to the academy and thereafter at various intervals, for the purposes of internal identification. These photographs are stored within the academy Management Information System and identify the student by name, year group, house and form/tutor group.

- 3.2. CCTV is in use on School premises and will capture images of students. Images captured on the academy's CCTV system are used in accordance with the Data Protection Act 2018 / UK General Data Protection Regulation 2021, the academy's Data Protection Policy, the academy's CCTV Policy and any other information or policies concerning CCTV which may be published by the academy from time to time. For further information regarding how images are captured and process by the CCTV system please refer directly to the academy's CCTV policy.
4. Use of Student Images in the Media
 - 4.1. When we are aware that student images are likely to be used in the media, we make best efforts to ensure that students and parents are informed that this is the case.
5. Use of Student Images by other schools
 - 5.1. From time-to-time student images may be used by other schools in their prospectus, newsletters (or similar) or on their website; or by a competitor school following a sports fixture.
6. Security of Student Images
 - 6.1. Professional photographers and the media are expected to be accompanied at all times by a member of staff when on the academy premises and operate in accordance to the academy Safeguarding policy.
 - 6.2. The academy takes appropriate technical and organisational security measures to ensure that images of students held by the academy are kept securely, and protected from loss or misuse, and in particular will take reasonable steps to ensure that members of staff only have access to images of students held by the academy where it is necessary for them to do so.
 - 6.3. All staff are given guidance on the importance of ensuring that images of students are made and used responsibly, only for School purposes, and in accordance with the academy's policies and the law.
7. Use of Cameras and Filming Equipment (including mobile phones) by Parents
 - 7.1. 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 academy expects all parents to follow:
 - a) Parents are reminded that it may occasionally be necessary for the academy not to permit the use of cameras or filming equipment at specific events or productions.
 - b) 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.
 - c) In particular, flash photography can disturb others in the audience or even cause distress for those with medical conditions; the academy therefore asks that it is not used at indoor events.
 - d) Parents are asked not to take photographs of other students, except incidentally as part of a group shot, without the prior agreement of that student's parents.
 - e) Parents are reminded that such images are for personal use only. Images which may identify other students should not be made accessible to others via the internet (for example on Facebook) or published in any other way.
 - f) Parents are reminded that copyright issues may prevent the academy from permitting the filming or recording of some plays and concerts.
 - g) Parents may not film or take photographs in private areas such as changing rooms or backstage during school productions, nor in any other circumstances in which photography or filming may embarrass or upset students.
 - 7.2. The academy 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.

- 7.3. The academy sometimes records plays and concerts professionally (or engages a professional photographer or film company to do so), in which case copies of the recorded media may be made available to parents for purchase. Parents of students taking part in such plays and concerts will be notified if it is intended to make such recordings available more widely.

8 Use of Cameras and Filming Equipment (including mobile phones) by Students

- 8.1. All students 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.
- 8.2. 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 students in a manner that may offend, cause upset or is considered inappropriate in any way.
- 8.3. The misuse of cameras or filming equipment in a way that breaches this Policy, or the academy's Anti-Bullying Policy, Data Protection Policies, ICT Policies, or the academy Rules is always taken seriously, and may be the subject of disciplinary procedures.

Annex A

Taking, Storing and Publishing Images of Children Policy

PARENTAL AND STUDENT CONSENT FORM

Our Lady of Walsingham Trust

Name of student (Block Capitals):	
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I have read Our Lady of Walsingham CMAT's) Taking, Storing and Publishing Images of Children Policy and agree that images of the student named above may be used as set out in the Policy (and future amendments thereof as published on the academy website) for the duration of their time at the academy and in any subsequent school publications (hard copy or electronic).

We understand that if we wish to limit the use of those images now, or in the future, we should contact the Headteacher in writing, as set out in the Policy.

We also agree to follow the guidelines set out in part 7 and part 8 of the Policy relating to our own use of cameras and recording equipment to photograph or film images of students; and will ensure that anyone attending on our behalf, or in our company, does the same.

Parent Signature*

Print Name..... Date

* NB a person with parental responsibility should sign this form on behalf of all those with parental responsibility for the child.