

Managing Images of Children Guidance

This guidance applies to the Whole School (including EYFS) and is published to parents of pupils.

Certain uses of images are necessary for the ordinary running of the School. The School is lawfully entitled to process images and take decisions about how to use them, subject to any reasonable objections raised.

Parents who accept a place for their child at the School are invited to indicate whether they agree to the School using images of him/her for a range of different purposes. However, parents should be aware that certain uses of their child's images may be necessary or unavoidable (for example if they are included in CCTV or ID badges). It is in the School's legitimate interests to use and process images in this way in order to ensure the health and safety of the School population and also for security purposes.

Additionally, the School hopes that parents will feel able to support it in using pupil images to celebrate their achievements, both academic and co-curricular, to promote the work of the School.

All parents are required to sign a consent form confirming if they give permission for their child to be photographed / filmed. Any parent who wishes to limit the use of images of a pupil has the opportunity to do so. The School will respect the wishes of parents and of the pupils themselves wherever reasonably possible, and in accordance with this guidance.

It is School policy to request parental consent for students in Reception – Year 11 but to ask Sixth Form students to give their own consent.

BGS uses images of pupils to celebrate aspects of School life and achievement. Unfortunately, however, AI has been used at a small number of schools to unlawfully capture images of children and produce deep fake copies for the purpose of extorting a ransom.

Such attacks are rare, and the risks should not be overstated. That said, to minimise the deep fake threat we are changing our methods of photographing pupils and also investigating apps to defend against image capture.

There are two simple steps that staff must take if they capture and make legitimate use of pictures of pupils:

- remove location information, and
- use low resolution settings.

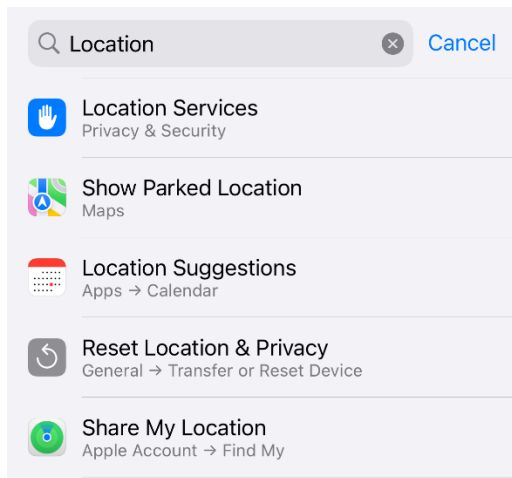
Meta data is often embedded in a file that describes the image. Depending on the 'camera' used to take the image, location information may be embedded in the image itself.

With respect to the iPhones that are issued to some staff, please do the following:

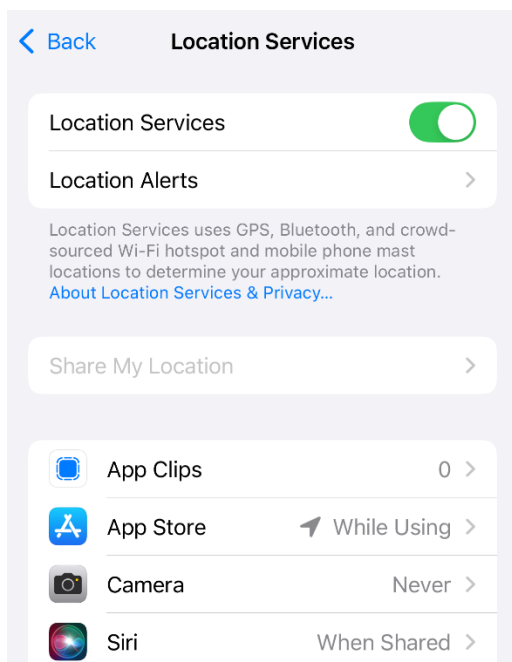
Remove location services

The 3 quick and easy steps below show how to turn off location information off on iPhone settings:

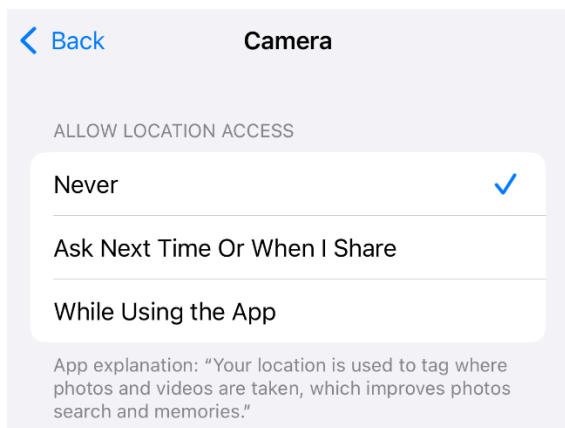
1. In **settings**, search or find **Location Services** and click it.



2. Click on '**Camera**':



3. Click **Never allow** to turn location services off:



Staff should liaise with the Admissions and Marketing Department with respect to other devices.

General Principles for Staff

Staff are expected to

- Avoid using any personal equipment to take photos or clips of pupils but instead use devices belonging to the School (if a member of staff uses a personal device to take an image, it must be uploaded to the School system as soon as is reasonably practicable and deleted from the original device);
- ensure that the pupil whose image is being taken is suitably dressed and not in a pose which might cause them embarrassment or distress;
- take photos only for School purposes and not for personal use;
- intervene and challenge any member of the School community, staff at another school, visitor to the School or member of the public who they see taking images of pupils in contravention of this guidance.

Internal Displays, Publications and ID Cards etc.

- Individual, form group, year group, team and whole School photographs are taken in the legitimate interests of the School. The School is lawfully entitled to process such images and take decisions about how to use them, subject to any reasonable objections raised;
- it is sometimes preferable to include the names of the pupils alongside images and these will be provided where appropriate in line with specific permissions gained;
- first / given names and the first initial of surnames or initials only will accompany images of pupils on internal School print media, for example on corridor displays and trip reports, and also digital media;
- the first initial for any given name/s and a full surname is recorded on photo ID cards.

Social Media

A pupil's first / given name and the first initial of a surname, or initials only, can be included on social media posts but not if these data can potentially be identified with a photo of a pupil or pupils;

- images of pupils can only be included in social media posts where consent has been gained by the Admissions and Marketing Department;
- the full list of consents given or withheld for every pupil in School can be found on SharePoint;
- staff must never be in a hurry to post things while they are happening, which is when mistakes tend to get made: staff must wait and post after the event and always check permissions (even of pupils in the background of a photo)

The 4 bullet points above should be read in conjunction with should consult the School's Social Media Guidance

Third Party Media

- Where practicably possible, the School will always notify parents in advance of media representatives attending an event or activity in which pupils are participating;
- professional photographers and representatives from the media will be 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 held by them securely, responsibly and in accordance with the School's Data Processing and Data Sharing Agreements;
- the School will ensure that parental permissions are respected when third party media are granted permission to capture images of BGS pupils;
- the media often ask for the names of the relevant pupils to go alongside the images, and these will only be provided where parents have been informed about the media's visit and either parent or pupil (in the case of pupils from Years 12 -13) have consented as appropriate.

Use of Cameras and Filming Equipment (including mobile phones) by Parents / BGS family members

Parents are welcome to take photographs or clips of their own children for personal use taking part in School activities and events, subject to the following guidelines:

- 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, and 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 or clips of pupils other than their own child, except incidentally as part of a group shot, without the prior agreement of that pupil's parents and to not share images via social media
- 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 the swimming pool area, changing rooms or backstage during school productions, nor in any other circumstances in which photography or filming may reasonably be expected to cause embarrassment or upset to a pupil;
- the School 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.

The School's EYFS Use of Mobile Devices Policy stipulates that mobile phones should not be used within the EYFS setting by staff and therefore parents and visitors' use of mobile phones should be monitored closely in these areas.

Staff should ensure that the School's expectations are made clear to parents, as and when the occasion arises.

CCTV

- CCTV is in use on School premises and will sometimes capture images of pupils;
- images captured on the School's CCTV system are only used in accordance with the CCTV Code of Practice.

Guidance reviewed by:
Last guidance review date:
Next guidance review date:

Dr S. Hinchliffe, Headmaster
Spring 2026
Spring 2027