



Haileybury  
International Summer School

# Haileybury International Summer School Safe Use of Photographs and Video Policy

Policy date:	June 2025
Date of next review:	April 2026
Owner:	Commercial Operations Director
Intended audience:	Summer School Pupils, Parents, Staff
Location:	Summer School Website and Summer School Staff Handbook

## **1. Scope and purpose**

- 1.1 Schools need and welcome publicity, and photographs of our pupils add colour, life and interest to social media sites and articles promoting school activities and initiatives. Making use of photographs for publicity materials and to promote the School in the press can increase motivation and staff morale, and help pupils, their families, and other members of the Haileybury community identify and celebrate the School's achievements.
- 1.2 However, photographs must be used in a responsible way. We need to respect pupils', and for under 18s, parents' rights of privacy and be aware of potential child protection issues. At Haileybury International Summer School ('Summer School') every reasonable effort is made to minimise risk by following the guidelines detailed in this document and by securing the pupils' consent (and for under-18s, parental consent) for the use of photographs and film.
- 1.3 This policy applies to the use of photographs in school publicity materials, on its website, on the school's pages on social media sites, and in the press. The implementation of this policy is the responsibility of all staff.

## **2. Child protection**

- 2.1 There may be a risk when individual pupils can be identified in photographs. For that reason, the Summer School has developed this policy to make every effort to minimise risk.
- 2.2 In the event of the inappropriate use of photographs of any under 18s the Director of Studies in consultation with the Commercial Operations Director will ensure the relevant authorities are informed.

## **3. Data Protection Act 2018**

- 3.1. Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 2018. Therefore, using such images for school publicity purposes requires the consent of either the individual concerned or in the case of under-18s, their legal guardians.
- 3.2. The Summer School will not display images of pupils or staff on websites, social media, in publications or in a public place without such consent. The definition of a public place includes areas where visitors to the School have access.
- 3.3. Where photographs are taken at an event attended by large crowds, this is regarded as a public area so it is not necessary to get permission of everyone in a crowd shot. The Data Protection Act does not apply to photographs or films taken for personal use by family and friends.

## **4. Appropriate use of images in school publicity materials**

- 4.1 The Summer School will:
  - ensure that images are stored securely and used only by those authorised to do so;
  - ensure that electronic images are stored on a secure network to which members of the public have no access;
  - secure parental consent for the use of photographs of under 18s;
  - secure the consent of staff; and
  - not use photographs of children or staff who have left the School without their consent.

## **5. The press**

- 5.1 The use of photographs in newspapers and magazines is already subject to strict guidelines. The Press Complaints Commission's Code of Practice states that: *Pupils must not be approached or photographed while at school without the permission of the school authorities.*

## **6. Policy on taking photographs of children**

- This policy refers to the use of any film or digital camera, including mobile phones.
- Only staff authorised by the Director of Studies are allowed to take pictures of pupils. Pupils must never be photographed alone, but always in pairs or groups.
- No clues as to the identity of the pupil must be visible in the image.
- Members of staff and/or Group Leaders of both genders must be present.
- Pupils are to be asked their permission before taking the picture.
- Only pictures of pupils in appropriate dress are acceptable, for example, taking pictures of pupils at poolside is not allowed.
- Any person taking photographs must have their identity card clearly visible to the subjects and should let the person being photographed know whether or not the image will be retained for further use.
- Images must be securely stored and only used by those authorised to do so.
- Authorised photographs and videos of pupils should never be posted online except where permission has been given to do so for the purposes of marketing and official authorisation has been received from the relevant parent/guardian.
- Images must not be transmitted electronically, or printed copies distributed, unless authorised by the Director of Studies.
- Anyone suspected of capturing unauthorised or inappropriate images should be reported.

## **7. Related documents**

- 7.1. This Policy relates to the International Summer School and should be read in conjunction with:
- Haileybury's overarching Data Protection Policy and Taking, Storing and Using Images of Children Policy, both of which can be requested from the School Office.
  - Haileybury Summer School Child friendly Privacy Statement.
  - Haileybury Summer School Safeguarding Policy.

(All Summer School Policies can be found on the Policies page of the Summer School website [here](#).)

<b>Version history</b>		
<b>Date</b>	<b>Reviewed by</b>	<b>Notes</b>
August 2021	Summer School Director	New policy
April 2024	Summer School Director and Commercial Operations Director	Reviewed
May/ June 2025	Commercial Operations Coordinator Summer School Coordinator Commercial Operations Director	Reviewed