



Staff Photography Guidance for Cheltenham College

Reviewer: Lucinda Mitchell

Approver: Kit Perona-Wright

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Next Review: November 2025

'Cheltenham College' refers to Cheltenham College Senior School *and* Cheltenham College Preparatory School (including Cheltenham College Pre-Prep and Nursery School)

'College' refers to Cheltenham College Senior School

'Cheltenham Prep' refers to Cheltenham College Preparatory School

'Nursery and Pre-Prep' refers to Cheltenham College Nursery School and Pre-Prep

- a. **Taking Images**
- b. **Use of Images**
- c. **Use of Images by Third Parties**
- d. **Storage of Images**
- e. **Mobile Phones and Cameras in Pre-Prep including EYFS**

Good photography reflecting the entire breadth of Cheltenham College life and our pupils is essential in showcasing Cheltenham College to best effect. Safeguarding our pupils and supporting their right to privacy by complying with the relevant data protection legislation remains the key priority however, as does reflecting our co-educational ethos and ensuring consistency of language and style in accompanying text. There are, therefore, a few simple rules to follow when taking and publishing photos or video material of pupils.

a. Taking Images

Official Cheltenham College photographers, videographers and staff may take photographs themselves, with the following guidance in mind:

- Appropriateness of imagery:
 - o Avoid any sexualisation of the pupils. Be particularly careful of shots of pupils in sports attire that could be perceived as revealing or provocative;
 - o Photographs of pupils should not be taken at the swimming pool.
- Wherever possible keep a co-educational context to the photos; i.e. boys and girls in a single frame shot.
- Do not ask parents who are supporting events to take photographs on your behalf or on behalf of Cheltenham College. Parents may take photographs for personal use only.

b. Use of Images

Images – including photography and film - may be taken of **all** pupils and shared with their parents and/or guardians. Cheltenham College is committed to document our whole community for the benefit of pupils, parents and returning alumni and Cheltonian Society members. However, the following sections indicate in which circumstances images may be shared with wider audiences:

Consent:

Where we have photography consent for a pupil, their image may be published on Cheltenham College's:

- External media platforms including Instagram, Twitter, Facebook and our website; and
- Printed publications including The Cheltonian Floreat, The Year, College News, Prep Connected and prospective parent literature.

For information regarding when forenames and surnames may be attached to the image, please refer to the Photography & Film Policy (Section 2d). If in doubt, please contact the Marketing Department or Data Protection Lead.

No Consent:

Images may only be published to a public audience if the pupil is very difficult or impossible to identify.

Exceptions (i.e. images may be used irrespective of consent):

- Images may be shared via communications with the Cheltenham College community (parents, pupils, staff, Council members and alumni), including email, via Cheltenham College's internal portals and by post;
- Images may be published on internal displays (with **first names only** with first letter of surname if necessary) on digital and conventional notice boards within Cheltenham College's premises; and
- Formal group photographs with **full names** (of year groups, houses, the full school and/or teams) will be made available for pupils and their families to purchase, but will not be published externally without consent.

An up-to-date list of pupil image consent can be located within the Policy Portal and a log of consent can be found on each pupils' iSAMS profile. Pupils and their parents on the **no consent** list may still be contacted for permission to publish (as a one-off) an image to celebrate a specific achievement or occasion, but this must never be treated as blanket consent to all images.

Always avoid reference to times and places so that pupils cannot be located by external parties, with the exception of sports fixtures where timings and location are necessary. These events are always staffed so the risk to pupil welfare is minimal.

C. Use of Images by Third Party Organisations

Requests for Images

Before providing images to another organisation, consent must be gathered from the pupil(s)' parents or guardians. The only exception will be for schools, academies and colleges with whom College has entered into a formal, signed partnership arrangement (for example, All Saints Academy and St John's Primary School). In these instances, photographs of pupils, for whom we have consent, which are taken at jointly attended events may be published by both organisations. Each organisation is responsible for identifying pupils of whom photographs may not be published.

For more information regarding which organisations we are in **formal** partnership with, please contact the Senior Management Teams.

Images taken by Third Party Organisations

Third party organisations include schools, academies, colleges, universities, news outlets and organisations beyond the Education Sector (e.g. a charity). Parents should be made aware that it may not be possible to prevent other organisations or external attendees from taking photographs of our pupils at publicly attended fixtures or events.

Staff commit to informing third party organisations that, if they would like to use images which focus on our pupils, specific consent must be requested from said pupils and/or their parents.

d. Storage of Images

Long term storage of photographs of children on laptops or personal devices is strongly discouraged and photograph and film storage is still under review. In lieu of updated guidance:

- Cheltenham Prep: Please save all photos (highest possible resolution) to the relevant secure area in The Prep Digizone. The editor of 'Prep Connected' is permitted to hold photographs on their MAC desktop.
- College: Please save all photos (highest possible resolution) to the departmental/House SharePoint sites.

When naming folders please include the date (do not use symbols or signs or long names), name of the activity/sport/lesson and year groups involved. Please be selective so that you only save the minimum number necessary. These may be used by our Archive Department in the future, so please consider this when you choose to upload these images.

For 'How-to' Video Guides to uploading images from a mobile device please refer to the following links:

- Android Devices: <https://web.microsoftstream.com/video/814a54cb-f3e0-4ea4-abf4-5620d44598e3?channelId=b4d9dbd4-a208-4aca-af7b-50844250b26e>
- iOS Devices: <https://web.microsoftstream.com/video/f65e7221-b1db-4582-96c9-5b871c40a209?channelId=b4d9dbd4-a208-4aca-af7b-50844250b26e>

e. Mobile Phones and Cameras in Pre-Prep including EYFS

The following acceptable use procedures for mobile phones and cameras have been put in place across all years in Pre-Prep.

Staff in Pre-Prep are allowed to bring mobile phones to work for their own personal use. However, they must be kept locked in cupboards or in lockers during teaching time. Mobile phone calls may only be taken during staff breaks.

Mobile phones may not be used in classrooms, toilets, play areas or any other place where children are present, at any time. Mobile phone technology may not be used to take photographs anywhere in Pre-Prep.

If staff need to make an emergency call, they may do so on the school phone, either in Common Room or in Head of Pre-Prep's office. Families of staff should be made aware of how to make contact with them in an emergency; i.e. by ringing the school office. The school office should also have an emergency contact number for if a member of staff should become ill or have an accident. This is the responsibility of the individual staff member.

When children undertake a school trip or journey, mobile phone use by adult leaders should be limited to contact with the school office or venues being visited, except in emergencies.

Cheltenham Prep recognises that photographs taken for the purpose of recording a child or group of children participating in activities, or celebrating their achievements, is an effective form of recording their progression in the Early Years Foundation Stage and beyond. However, it is essential that photographs are taken and stored securely and appropriately to safeguard the children in our care. Images will only be taken on devices provided by Cheltenham College and that are also protected by passwords. Photographs included in the Learning Journeys may be kept on these devices for a reasonable period prior to printing.

Parents' written consent will be sought to take photographs for assessment purposes.