

Photography and Film Policy

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'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

(To be read in conjunction with the Data Protection Policy, Privacy Notice for Pupils, Parents and Guardians, Privacy Notice for Staff, CCTV Policy, ICT Pupil Acceptable Use Policy Agreement Privacy Notice for Cheltonian Society members, and Safeguarding. and Child Protection Policy

Table of Contents

Photography and Film Policy	1
1. Introduction	2
2. Why do we store and process images?	2
2a. Exam Requirements and Performance Analysis	3
2b. Identification and Security	3
2c. Formal Individual and Group Photography	3
2d. Marketing and Publicity (by Cheltenham College)	3
2e. Marketing and Publicity (by Third Party Organisations).....	6
2f. Archiving in the 'Public Interest'	7
3. Retention	8
4. Security	8
5. Use of Cameras and Filming Equipment by Parents and Pupils	9
5a. By Parents.....	9
5b. By Pupils.....	9
6. Your right to access, rectify, restrict or erase personal data	10

1. Introduction

This Policy is intended to provide information to Cheltenham College pupils and their parents, carers or guardians (referred to in this policy as "parents"), and members of the public about how images are normally used by Cheltenham College

It predominantly covers Cheltenham College's use of pupil images but also applies to our use of cameras and filming equipment, and images of staff, alumni and visitors attending Cheltenham College-run events and activities. The use of cameras and filming equipment by parents and pupils themselves, and the media, are also covered.

It applies in addition to Cheltenham College's other agreements in place with parents and any other information Cheltenham College may provide about our use of images and personal data in general, for example, our Privacy Notices. Images of pupils in a safeguarding context are dealt with under the Cheltenham College's relevant safeguarding policies and are subject to additional protections outlined in Section 7 below.

2. Why do we store and process images?

Certain uses of images are necessary for the ordinary running of Cheltenham College; other uses are in the legitimate interests of Cheltenham College and its community and are unlikely to cause any negative impact on individuals. Cheltenham College is entitled lawfully to process such images and take decisions about how to use them, subject to any reasonable objections raised.

In addition, our use of images may sometimes rely on consent (for example, Marketing and Publicity). Parents who accept a place for their child at Cheltenham College are invited to indicate agreement to Cheltenham College using images of him/her as set out in this policy by signing the relevant consent form. However, parents should be aware that certain uses of their child's images may be necessary or unavoidable (for example, our use of CCTV for security purposes and identification of pupils for internal administrative purposes).

From the age of 13 (or 12 in Scotland) and upwards, the law recognises pupils' own rights to decide and have a say in how their personal information – including images – is used. Schools should consider these rights on a case-by-case basis, particularly where the child demonstrates maturity and understanding. Younger pupils may also have evolving rights depending on their individual circumstances and capacity.

Any parent (or pupil over the age of 13) who wishes to limit the use of images of a pupil for whom they are responsible can withdraw their consent at any time and request that the details and any images of the pupil are removed from Cheltenham College systems. Withdrawal of consent will be processed without undue delay and will apply to future uses of images; existing published materials may take reasonable time to remove but will be addressed as a priority.

In addition, any individual (including visitors to Cheltenham College) may object to Cheltenham College's use of their image, as detailed within the Section on Marketing and Publicity.

Queries may be directed to either dataprotection@cheltenhamcollege.org, info@cheltenhamcollege.org. or marketing@cheltenhamcollege.org.

Data Protection complaints should be directed to dataprotection@cheltenhamcollege.org (See section 8)

2a. Exam Requirements and Performance Analysis

As a necessary part of supporting our academic activities, sports fixtures, training sessions, and lessons may be recorded. This material will either be required as examination evidence (for example, submission to an external exam board in line with the board's policies and procedures) or used to enhance learning experiences and support educational purposes. Visiting pupils from other schools, academies or Cheltenham Colleges taking part in fixtures may be incidentally recorded, but at no stage will they or visiting members of staff be named. Images captured for these purposes may on occasion be used by the Head in establishing facts in cases of unacceptable pupil behaviour. In such cases the parents and guardians will be informed.

Recording and storage of such material will comply with safeguarding protocols. Any images of pupils considered to be at risk will be handled with additional care and in accordance with Section 7 below.

2b. Identification and Security

All pupils are photographed on entering Cheltenham College and, thereafter, at 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 Cheltenham College premises, and will sometimes capture images of pupils, parents, staff and visitors to Cheltenham College. Images captured on Cheltenham College's CCTV system are used in accordance with Cheltenham College's CCTV Policy.

CCTV footage is retained in accordance with Cheltenham College's CCTV Policy and Data Retention Guidelines and is not used for any marketing or publicity purposed without explicit consent.

2c. Formal Individual and Group Photography

Formal individual and group photographs (of year groups, houses, the full school and/or teams) will be taken annually of all pupils and are made available for pupils and their families to purchase via a secure, restricted site. Forenames and surnames will be attached to these formal, official images. They will only be reproduced externally (as detailed in the Section on Marketing and Publicity) if all participants consent to its reproduction.

Gillman & Soame is the Data Processor contracted by Cheltenham College to fulfil this purpose. Archival school photographs of Cheltenham College may also be available from their site. Their full Privacy Notice and Data Protection Officer contact details may be found on their website. In cases where a photographer is employed, any images captured remain the property of Cheltenham College and are edited and shared on College devices before distribution via a College email, we therefore remain the Data Processor.

All professional photographers and their staff are contractually bound to comply with this policy and UK GDPR requirements. Group photography consents will be reviewed to identify any pupils for whom consent has not been provided, and such pupils will be appropriately positioned or removed from images prior to publication.

2d. Marketing and Publicity (by Cheltenham College)

Images of Pupils

Photographs and video footage (live or recorded) may showcase a specific pupil's achievement or award; the past weeks or fortnight's events and activities; or a specific event, including sports

matches, plays, musical performances, Speech Day, Chapel ceremonies and other Cheltenham College events, visiting seminars and exhibits. We hope parents will feel able to support Cheltenham College in using pupil images to celebrate pupils' sporting and academic achievements, and to promote the work of Cheltenham College.

Where we rely on consent in order to share images of pupils, images featuring pupils without consent who cannot be reasonably identified (i.e. if they are in the distant background or not facing the camera) may still be posted, provided that no reasonable person could identify the pupil from the image in combination with any accompanying text or context.

Use:	Names included:	Grounds for Processing and Lawful Basis Note
Displayed internally on digital and conventional notice boards within Cheltenham College premises.	Forename; Surname	Legitimate Interests Internal use only; necessary for ordinary running
Attached to internal communications in order to share our activities privately with the Cheltenham College community (parents, pupils, staff, Council members and alumni), including email and by post.	Forename; Surname	Legitimate Interests, Limited distribution to known stakeholders
Published in printed publications exclusively available to pupils and their families (e.g. Leavers Books).	Forename only; and the first letter of the surname if more than one pupil has the same forename	Consent or One-off consent specific to this use (not covered by general consent form.
Published within retrospective annual printed material such as The Cheltonian Floreat, Cheltenham College News, Prep Connected and The Year. Please note that printed material is also available online.	Forename only; and the first letter of the surname if more than one pupil has the same forename	Consent Enhanced Transparency: parents should be aware online availability affects privacy impact
Published within retrospective regular printed material such as Cheltenham College News and Prep Connected. Please note that printed material is also available online.	Forename only; And the first letter of the surname if more than one pupil has the same forename	Consent Enhanced transparency: parents should be aware online availability affect privacy impact.
Published on Cheltenham College's website, and where appropriate, via Cheltenham College's social media channels. These include, but are not limited to, Twitter, Facebook, Instagram	Forename only; And the first letter of the surname if more than one pupil has the same forename	Consent must specify social media use. Parents and pupils retain right to request removal within 30 days

and YouTube. It applies to posts authored by College accounts AND the content of posts authored by non-College accounts that are then re-tweeted, shared, or reposted (or similar) by a non-College account		of publication
Promotional images of Cheltenham College including pupils used for Marketing purposes published in print, on our website and social media channels.	None	Consent Images must not identify pupils; sensitive consideration required for any pupils with safeguarding concerns

In accordance with the Online Safety Act 2025, Cheltenham College maintains heightened protections for any images of pupils aged under 18 shared on social media platforms, including verification that platforms have age-appropriate protections in place.

Images of Staff

It is expected that images of staff, in connection with their employment or engagement at Cheltenham College, will be published for marketing and promotional purposes (as detailed within our Privacy Notice for Staff).

Images of Visitors to Cheltenham College

Cheltenham College reserves the right to use cameras and filming equipment at Cheltenham College to run events. On arrival attendees (which may include parents, guardians, carers, alumni, and other visitors to Cheltenham College) will be informed that photography or filming will take place. Images (without names) taken at these events may be used for press purposes or to promote similar future events.

Attendees may request to be positioned out of shot or receive confirmation that any images, featuring themselves, are not to be used by Cheltenham College. Any visitor who wishes to object to Cheltenham College's use of their image should email the event organiser and/or dtatprotection@cheltenhamcollege.org.

Any objection or withdrawal of consent should be processed within 30 days where reasonably practicable.

Images of Alumni

Cheltenham College is committed to maintaining relationships with any alumni (including former staff and parents) who wish to preserve their connection with our community. Images will therefore be shared, but only in line with current data protection legislation, as detailed below.

Use:	Names included:	Grounds for Processing and additional notes
Images over 100 years old and/or following confirmation that featured individuals are deceased (subject to copyright and confidentiality agreements).	Forename; Surname	No longer subject to Data Protection legislation. Historical archive material
Images of living individuals published internally or externally (in printed publications or via social media channels). These images are accompanied by content detailing their achievements, activities and/or connection to Cheltenham College.	Forename only; And the first letter of the surname if more than one person has the same forename	Consent should specify publication channels (internal/external)
Images of groups shared internally either via the closed Cheltonian Society network or internal publications (i.e. a commemorative booklet given to attendees at a reunion).	Forename only; And the first letter of the surname if more than one person has the same forename	Legitimate Interest, Limited Internal Circulation
Images of groups attending Cheltenham College events published internally and externally (in printed publications or via social media channels)	None	Legitimate Interest. No names identification; general celebration of community events

2e. Marketing and Publicity (by Third Party Organisations)

Images taken by Third Parties

Third party organisations may include:

- ☐ Schools, Academies, Colleges and Universities
- ☐ Media organisations (including News Outlets)
- ☐ Organisations beyond the Education Sector hosting events or trips attended by Cheltenham College pupils (for example, a pupil may participate in a concert to raise money for a charity)

Parents should be aware that other organisations may take photos of our pupils; for example, during a Sports fixture photographs may be taken of the match. Every reasonable effort will be taken to ensure that third parties are aware that, should they wish to publish images of a specific pupil, they must either ask permission from the pupil and their parents directly or request that Cheltenham College staff do the same on their behalf.

Cheltenham College will provide third parties with clear written guidance on compliance with safeguarding requirements, particularly regarding pupils with known safe-guarding concerns.

Images requested for use by Third Parties

Images (taken by Cheltenham College, including images with accompanying names) will only be released to another organisation after additional consent has been given by the pupil and/or their parents or guardian. There is a partial exception for schools, academies and colleges with whom Cheltenham College has entered into a formal, signed partnership arrangement, as follows:

Use:	Names included:	Grounds for Processing and Conditions
Images of pupils requested for use by a third party	None; or Forename; Surname	Consent One-off consent must be requested on every occasion; this use is not covered by Cheltenham College's internal consent list. Consent form must specify intended use
Images of pupils taken by or requested for use by schools, academies and colleges with whom Cheltenham College has entered a formal, signed partnership arrangement: <ul style="list-style-type: none">- All Saints Academy- St John's Primary School- Edureach- Cheltenham Education Partnership (CEP) Each organisation is responsible for identifying pupils for whom no consent has been gathered.	None	Consent Each organisation is responsible for identifying pupils for whom no consent has been gathered. Partnership arrangements include data sharing agreement detailing consent verification processes
	Forename; Surname	Consent One-off consent must be requested on every occasion; general Cheltenham College consent does not automatically extend to third party use. Enhanced consent form specifying partner organisation

2f. Archiving in the 'Public Interest'

Images may be retained permanently by Cheltenham College for the following purposes:

- Enabling research and investigation, including academic, historical or genealogical research.
- Enabling the discovery and availability of personal, community and corporate identity, memory and history; and
- Enabling educational use.

Images retained in the 'Public Interest' will only be processed in line with Data Protection legislation, which necessarily entails access restriction.

Any images of pupils identified as having safeguarding concerns will be assessed for suitability for permanent archival retention and may be subject to anonymisation or restricted access even where otherwise retained in the public interest.

3. Retention

Cheltenham College is committed to storing and processing images only for as long as is required by a specific Cheltenham College process or where there is a compelling legitimate case for storing and processing that data. All images are retained in line with our Retention Guidelines.

Standard retention periods:

- ☐ **Identification photographs:** Retained during pupil's attendance plus 2 years
- ☐ **Marketing promotional images:** Retained for period of consent plus 2 years
- ☐ **Performance/exam recordings:** Retained for duration of course plus examination appeal period (6 years)
- ☐ **CCTV footage:** Retained per CCTV Policy
- ☐ **Archival Images:** Retained permanently unless anonymised or access restricted.

Pupils and parents retain the right to request deletion of non-essential images, subject to any legal retention obligations.

4. Security

All staff are given guidance on Cheltenham College's Policy related to taking, storing and using images of pupils, and on the importance of ensuring that images of pupils are made and used responsibly, only for Cheltenham College purposes, and in accordance with Cheltenham College's policies and the law.

External professional photographers and the media are accompanied at all times by a member of staff when on Cheltenham College premises. Cheltenham College 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 Cheltenham College's instructions.

All professional photographers engaged by Cheltenham College must:

- ☐ Provide Proof of appropriate insurance
- ☐ Sign a Data Processing Agreement specifying compliance with UK GDPR
- ☐ Confirm use of secure storage and transmission methods
- ☐ Agree deletion of images following agreed retention period
- ☐ Provide evidence of compliance with Online Safety Act 2025 where applicable.

Cheltenham College takes appropriate technical and organisational security measures to ensure that images of pupils held by Cheltenham College are kept securely and protected from loss or misuse. Cheltenham College will take reasonable steps to ensure that members of staff only have access to images of pupils held by Cheltenham College where it is necessary for them to do so.

In the event of any unauthorised access, loss or misuse of images, Cheltenham College will notify affected individuals without undue delay and in accordance with UK GDPR breach notification requirement. The Data Protection Manager will be notified immediately of any potential breach.

5. Use of Cameras and Filming Equipment by Parents and Pupils

5a. 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 Cheltenham College events, subject to the following guidelines, which Cheltenham College 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.
- In particular, flash photography can disturb others in the audience or even cause distress for those with medical conditions; Cheltenham College therefore asks that it is not used at indoor events.
- Parents are asked not to take photographs of other pupils, except incidentally as part of a group shot, without the prior agreement of that pupil's parents.
- Parents are reminded that such images are for personal use only. Images which may identify other pupils should not be made accessible to others via the internet (for example on Facebook, TikTok, Snapchat or other social media platforms) or published in any other way without explicit prior consent from the parents of any identified pupils.
- Parents should note that sharing on private social media accounts may still make images accessible and searchable; Cheltenham College recommends the highest privacy settings be used.
- Parents are reminded that copyright issues may prevent Cheltenham College from permitting the filming or recording of some plays and concerts. Cheltenham College 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 Cheltenham College productions, nor in any other circumstances in which photography or filming may embarrass or upset pupils.
- Cheltenham College 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 taking inappropriate images.
- In particular, any images taken by parents which identify other pupils may not be shared with third parties, used for artificial intelligence/machine learning training, or sold to third parties without explicit consent from the parents of all identified pupils
- Cheltenham College may sometimes record plays and concerts professionally (or engage a professional photographer or film company to do so), in which case CD, DVD or digital copies of the DVDs and CDs may be made available to parents for purchase. These copies will only feature visual footage of pupils that have consented to their image being used. They will not identify pupils by name unless prior consent has been given.

5b. By Pupils

All pupils are expected to sign and comply with the ICT Pupil Acceptable Use Policy Agreement, which covers the use of cameras and filming equipment (including mobile phones), and any distribution of images.

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.

As part of our IT education program, pupils are given age-appropriate training on their own privacy online and with their peers, including image use, social media use, social media safety, and the risks of inappropriate image sharing.

The misuse of images, cameras or filming equipment in a way that breaches this policy, or any of Cheltenham College's other policies is always taken seriously and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.

6. Your right to access, rectify, restrict or erase personal data

In line with current Data Protection legislation, pupils, parents, staff and visitors to Cheltenham College may request access to, rectification, restriction or erasure of their personal data. For more information regarding your rights, please refer to our Privacy Notices (available online) or email dataprotection@cheltenhamcollege.org.

Specific Rights in relation to images include:

- ☐ **Right of access:** You may request access to any images we hold of you or your child, including identification photographs and marketing images.
- ☐ **Right to Rectification:** You may request correction of any personal information associated with images (e.g. incorrect name or house allocation)
- ☐ **Right to erasure (right to be forgotten):** You may request deletion of images, subject to any legal retention obligations. We will process deletion requests without undue delay.
- ☐ **Right to restrict processing:** You may request that we stop processing images for specific purposes (e.g. marketing) while retaining them for others (e.g. identification)
- ☐ **Right to object:** You may object to processing of your image for any lawful basis other than where strictly necessary for the provision of education.

All requests should be made in writing to dataprotection@cheltenhamcollege.org and should include sufficient detail to identify the relevant images. We will respond within 30 calendar days (extendable by a further 60 days where justified).

7. Special Safeguarding Considerations

7a. Looked After Children

Looked after children (including those in foster care, kinship care, or local authority accommodation) are entitled to have their achievements and participation in school life documented and celebrated through appropriate use of images.

However, special care must be taken to ensure that:

- ☐ Before any image of a looked after child is taken or published (except for internal identification purposes or mandatory exam recording), **explicit permission must be obtained from the pupil's social worker and those with parental responsibility**
- ☐ Where a child's placement is considered unsafe or confidential, images may not be taken or stored in unsecured formats
- ☐ No images of looked after children should be published on external platforms (website, social media) without documented safeguarding risk assessment
- ☐ Any images retained in archives are subject to access restrictions and cannot be shared with third parties without explicit new consent

7b. Children with Known Safeguarding Concerns

Where Cheltenham College's Designated Safeguarding Lead (DSL) identifies that a child has safeguarding concerns (including those subject to local authority intervention, multi-agency planning, or child protection orders), the following enhanced protections apply:

- ☐ A "restricted images" flag is placed on the child's record
- ☐ External photography (marketing, promotional) of such pupils is prohibited without specific DSL approval and documented risk assessment
- ☐ Group photographs are reviewed to identify such pupils, who may be repositioned, anonymised, or excluded from external publication
- ☐ Any existing published images may be removed at the request of the DSL or parents, even if original consent was provided
- ☐ Images are retained only where essential for educational provision; consideration is given to enhanced anonymisation or deletion
- ☐ Staff are notified of restrictions to prevent inadvertent sharing or publication

7c. Children Subject to Secure or Confidential Care Arrangements

Children whose location or placement is subject to confidentiality (e.g., victims of trafficking, domestic abuse, serious crime) are treated with maximum image protection:

- ☐ No images are taken without explicit written safeguarding approval
- ☐ Images taken are stored on secure, encrypted devices only
- ☐ No images are ever published or shared externally
- ☐ Images are retained for educational purposes only and deleted upon completion of course/attendance
- ☐ Any external parties requesting images (including parents, third party organisations) must be verified with the DSL before release

8. Data Protection Complaints

8a. Right to Complain

Pupils, parents, staff and visitors have the right to make a complaint to Cheltenham College if they believe that we have not complied with this policy or applicable data protection legislation in relation to our use or storage of images.

8b. How to Complain

Complaints should be made in writing to:

Data Protection Officer

Cheltenham College

Email: dataprotection@cheltenhamcollege.org

8c. Acknowledgement and Response Timescales

- ☐ All complaints will be acknowledged within **30 calendar days** of receipt

- ☐ We will take appropriate steps to respond to any data protection complaint without "undue delay"
- ☐ A substantive response will be provided within a reasonable timeframe, typically within 60 days, unless the complaint requires investigation or further clarification
- ☐ Where delays occur, the complainant will be updated on progress

8d. Escalation to the Information Commissioner's Office

If you are not satisfied with Cheltenham College's response to your complaint, you may escalate your complaint to the Information Commissioner's Office (ICO):

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire SK9 5AF

Tel: 0303 123 1113

Email: casework@ico.org.uk

Website: <https://ico.org.uk>