

Merchant Taylors' School

Unless the relevant pupil or his or her parent has requested otherwise, the school will use images of its pupils to keep the school community updated on the activities of the school, and for marketing and promotional purposes, including:

- on internal displays (including video footage) on digital and conventional notice boards within the school premises;
- in communications with the school community (parents, pupils, staff, Governors and alumni) including by email, the weekly School newsletter, Scissorum and publications including but not limited to the Taylorian, Parvae Res and Concordia.
- on the school's website and, where appropriate, via the school's social media channels, including but not limited to Twitter, Instagram, Snapchat and Facebook. [Such images would not normally be accompanied by the pupil's full name without specific permission]; and
- in the school's prospectus, and in online, press and other external advertisements for the school. Such external advertising would not normally include pupil's names [and in some circumstances the school will seek the parent or pupil's specific consent, depending on the nature of the image or the use].

Consent to allow the school to use photography if its pupils is sought from parents upon entry of their son into the school.

Additional consent will be sought where the nature of the photography may be potentially more personally invasive. Examples of this nature might include, but are not limited to, imagery in the school's prospectus, external adverting campaigns or large circulation magazine articles centred on

every reasonable effort to ensure that any pupil whose parent or carer has refused permission for images of that pupil, or themselves, to be made in these circumstances are not photographed or filmed by the media, nor such images provided for media purposes.

The media often asks for the names of the relevant pupils to go alongside the images, and these will be provided where parents have been informed about the media's visit and either parent or pupil has consented as appropriate.

Security of Pupil Images

Professional photographers and the media are 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 instructions.

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

Where staff take photographs of pupils engaging in school-centred activities, much importance is placed on ensuring that images of pupils are taken and used responsibly for school purposes only, and in accordance with school policies and the law. For the most part, staff should photograph pupils using devices provided by the school. On some occasions, a member of staff will use a personal device to photograph or take video footage of pupils. This imagery should be transferred to School systems and deleted from the personal device at the earliest opportunity.

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

Parents, guardians or close family members (hereafter, parents) are welcome to take photographs of

- Parents may not film or take photographs in changing rooms or backstage during school productions, nor in any other circumstances in which photography or filming may embarrass or upset pupils.
- School Sports matches may be filmed using video cameras or equivalent for subsequent match analysis or to offer a remote and safe experience for spectators. In such cases, only the school or an official photographer employed by the school should take the footage. As the footage is likely to feature pupils from other schools,