



USE OF PUPIL IMAGES POLICY

1. ICT has made it very easy to publish pictures and images in the public domain through printed materials, websites and various social media forums including Twitter. These increased opportunities create cost-effective promotional opportunities for publicising the work of Elizabeth College. However, they also bring a responsibility to ensure that individual rights are respected and that young people and individuals at risk are protected from exploitation.
2. The guidelines set out here are intended for all who promote Elizabeth College through the forums mentioned above. They allow staff, pupils and parents to be confident that the use of images is appropriate and that common sense will be applied, so that if doubt exists about the suitability of material it will not be used.
3. Parents should be made aware that the College holds images of their children and uses them in a number of normal and justifiable ways including on school records, in published materials such as the Elizabethan, on the school website and in other promotional material.
4. Parents are informed in the Parents and Pupils Handbook that they may choose to prevent the use of the child's image in publications, or from being passed to the press, by giving appropriate notice to College in writing.

Furthermore the following protocols apply in the use of images of pupils -

1. Compromising or suggestive poses involving pupils are not to be taken and *posed* pictures of pupils in revealing PE kit (e.g. swimming trunks) should be avoided.
2. Naming pupils: Generally, pupils will be named in captions for College publications and for press photographs, indeed this is the preferred practice of the news media. Other details, such as home or e-mail addresses and telephone numbers, must not be supplied or published.
3. Images on websites and social media: Where appropriate images of pupils will be used on the College website and on Twitter. Images of individuals will only be named where this is considered relevant and appropriate, for example in relation to a pupil's award or achievement.
4. Images for publication should only be held for a reasonable period of up to two years (although this may be longer in the case of printed material such as the prospectus).
5. Staff and pupils are not permitted to use their own mobile phones or cameras to take or record any images of any College pupils for their own purposes.