



## Use of Student Photographs

### Rationale

We believe that QES is a very special school in terms of the scale and scope of both its curricular and extra-curricular activities. We are also very proud of the energy and talent our pupils invest in all these activities. We therefore want the full extent of life inside QES to be reflected as positively as possible in all school publicity material, from newspaper articles to our own school newsletter and website. Our newsletter, in particular, has proved a success in using photos of students to illustrate their achievement and commitment and we want to transfer that same approach to our new school website. That said, we are also aware of the wider public debate about the use of such images on school websites and we acknowledge a need to address any potential concerns of parents and pupils. So this document sets out the principles and practical procedures that govern our use of photographs of students on the website.

### Principles

1. The primary audience for the school website are parents or guardians of QES pupils
2. The primary purpose of the website is to improve communications with parents/guardians and give them a better “window” onto the daily school life of their son or daughter
3. A key purpose for putting any kind of content onto the school website is to inform parents/guardians/pupils and keep them up to date with developments.
4. But an equally important purpose is to celebrate in a very positive way the achievements of as many of our pupils as possible in as many different areas of school life as possible
5. The use of photos of students engaged in school activities has become an established and popular part of life inside QES, whereas photo galleries in different formats have been displayed on the school intranet for several years.
6. The use of photos of students engaged in school activities has also become an established component of the regular QES newsletter to parents, where the colour section called ‘SnapShots’ features many snaps of students beside captions detailing their participation, for example, in particular aspects of school life, from sports to drama.
7. We feel that transferring that same SnapShots format from the newsletter to the website offers an even greater opportunity to portray our pupils in a positive light.
8. We feel that using photos in that way can help motivate pupils, can increase the sense of pride among the wider school community and can create a communal “memory bank” that helps us all to value and reflect on our experiences throughout the years at QES.
9. But we are aware of the special considerations that schools must apply to such use of photos of pupils, given the potentially global audience for any conventional website and the much publicised potential for images on the web to be used inappropriately.
10. With that in mind, we will apply the following criteria when deciding which images to use
  - a. No image will appear on the site without first be checked and “cleared” by a responsible member of staff and, ultimately, the webmaster.
  - b. Only photos depicting our pupils in a positive light will be used.
  - c. Only photos of pupils engaged in legitimate school activities will be used.
  - d. Only photos of pupils in appropriate dress will be used.
  - e. Pupils have the right to decline to appear in such photos and will never be placed under pressure to be photographed.
  - f. Pupils also have the right to request that specific photos be removed from the site if they feel upset about any images for personal reasons. Pupils can make that request of any teacher, who should pass any such requests on to the Webmaster, who will treat the issue with sensitivity, if appropriate in consultation with the relevant Year Head, Deputy Year Head or Form Tutor or even members of the school Leadership Team.



- g. Generally, group shots of students will be used, in preference to photographs of individuals.
  - h. However, photos of individuals may be featured in appropriate circumstances (eg a student who is the lead actor in a drama or is a “star” sports performer) in the same way as they might be used in a local newspaper.
  - i. Generally, we will avoid publishing full names in photo captions so as to avoid identifying students individually.
  - j. However, the names of individuals may be featured in appropriate circumstances (eg student who achieves wonderful grades at GCSE or A-level, or is picked for a County sports team) in the same way as they might be used in a local newspaper.
11. We also recognise the importance of gaining permission from parents to use photos of their son/daughter in line with these criteria.
  12. We also recognise the importance of gaining permission from parents to use photos of their son/daughter in line with these criteria.
  13. This permission is requested in the letter sent to parents at the start of the school year, that asks for general consent for a range of activities, including the use of photos in newspapers, the newsletter and the website (see emboldened sections in letter in Appendix A).
  14. Of course, parents can refuse to grant their general consent.
  15. Parents can also revoke their general consent by writing to the School Office.
  16. Furthermore, parents can also ask to have removed from the site any photos of their son/daughter that they still regard as inappropriate.

**September 2005**



## APPENDIX I

### GENERAL ACKNOWLEDGEMENT LETTER ACADEMIC YEAR 2014-2015

Queen Elizabeth School is committed to a values-led education that promotes high expectations of its students. This general acknowledgement letter is to gain your consent for a range of activities, to point you towards specific information and to inform you of other issues. We appreciate you taking the time to acknowledge the content of this letter, by completing and returning it to us as soon as possible.

- I hereby agree to my son/daughter participating in the following recognised activities: Local trips and visits off the school site during normal school hours within the neighbouring area, for example, church services, a Business Studies trip to Booths supermarket or Geography fieldwork in Kirkby Lonsdale. I will be informed of the date and nature of the trip.
- Regular travel to other educational establishments and work experience providers such as Kendal College courses, Young Apprenticeships and sporting fixtures where applicable.
- Having recordings, photographs or video images of my son/daughter being published by QES in the Newsletter, QES website and external community publications such as Around Kirkby Lonsdale and newspapers such as the Lancaster Guardian and Westmorland Gazette. I agree to the full name of my son/daughter being provided and included in articles.
- Having biometric data used in automated recognition systems for purposes such as cashless catering and library book loan.
- Providing anonymized information and data collection for research purposes.
- Tasting a variety of foods during lessons, including Food Technology.

I understand that:

- My specific permission will be sought for any out-of-school activities beyond those outlined above which involve commitment to extended journeys, time, expense or hazards.
- All reasonable care will be taken of my son/daughter in respect of the activity/visit.
- My son/daughter is obliged to obey all directions given and to observe all expectations governing a visit/activity and is subject to normal school discipline procedures during the activity/visit.
- QES may well follow up incidents occurring outside of school and normal school hours which could impact on the wellbeing, safety or morale of its community.
- I will notify the school and update as appropriate any medical condition, physical disability, allergy and specific food allergy relating to my son/daughter.
- My son/daughter is covered by the School's public liability insurance in respect of any claim arising from an accident caused by a defect in the school premises, school equipment or attributable to negligence of one of its employees. This policy does not provide personal accident cover.
- The School's website contains our guidelines for safe and sensible use of ICT facilities. Any breach of these guidelines may result in loss of access to ICT facilities.
- During food practical lessons students work collaboratively and will be exposed to a wide variety of foods.

Pupil Name: \_\_\_\_\_ Form: \_\_\_\_\_

Signature of Parent/Guardian: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_

*I understand that I can revoke this permission at any time in writing.*

PLEASE COMPLETE AND RETURN TO THE QES MAIN OFFICE