

## **Pupil Image Policy**

This policy sets out IAPS' approach to the use of photographic images supplied to the association by member schools, and the taking of images by IAPS staff and professional photographers for IAPS sports events.

It outlines the key principles we adhere to in managing the receipt, use, and publication of such images.

It does not cover the use of pupil images in individual schools; member schools are advised to determine their own school policy based on statutory guidance, good practice and the specific needs of their school environment.

### **Why we publish images**

As part of our service to member schools, we use images of pupils and school activities, including images taken at sports events by IAPS staff and/or professional photographers, to promote the work of the association and the benefits of membership.

We may publish images as follows:

- On the IAPS website
- On any of IAPS' official social media accounts, including Facebook and Twitter
- Within in-house publications, such as internal newsletters and conference brochures

We never pass any images on to third parties, nor do we authorise their use in other publications. We will not use images for any other purpose without having first received confirmation that the consent of the pupil or his or her parent(s) has first been obtained.

The majority of images used by IAPS are sent to the association by member schools, with a request that they be publicised through our various communication channels. Occasionally however, we may request images from schools to help meet specific marketing needs, for example to accompany a story on our website.

IAPS will comply with its data protection obligations under the Data Protection Act 1998 when processing personal data in such circumstances.

### **Consent**

All schools should have their own policy in place covering the use of pupil images.

Schools should handle images according to their obligations under the Data Protection Act 1998. When a member school shares a pupil image with IAPS, with an assumption that the image will be published, the Association reasonably assumes that the member school has passed on the image in good faith and in accordance with their own agreed policy on the taking and handling of images.

IAPS will seek confirmation from member schools that the wishes of parents restricting or refusing the use of images of their children are respected. Where parents are happy for their child's image to be supplied to IAPS, we will also obtain written confirmation from the relevant member school(s) that parents have given their informed consent to such.

Whenever consent is required we will require confirmation that consent has been obtained from parents, unless the pupil is of sufficient maturity and understanding to provide their informed consent.

### **Photography at IAPS sports events**

IAPS staff may take photographs at sports events, for use by the association in the ways listed above.

Often, external companies may also be used. IAPS will ensure any external companies used have their own Child Protection Policy and Code of Ethics which complies with the relevant legislation, and that an appropriate data sharing agreement is in place which sets out the principles and commitments the external company will adopt when they collect, store, and process images on behalf of IAPS.

IAPS' entry forms inform schools whenever a professional photographer will be present at the event they are entering. There is an option on entry forms for schools to request that photographs are not taken of all/some of their pupils at the event.

The entry form will also include a declaration that the member school has obtained the relevant informed consent from the pupil or their parents, and that IAPS will be informed where such consent has been withheld.

When a professional photographer is used, photos taken at sports events are uploaded to a secure password-protected website. The password will be available at the sports event to parents of participating pupils, and after the event through school staff.

### **Safer images checklist**

In order to build in a further safeguard, IAPS adheres to the following checklist when publishing images of pupils:

- We avoid close-up pictures of individual students, unless a pupil is being recognized for a specific individual achievement, and specific parent/pupil consent to such has first been obtained. Where possible, we will only use images of classroom or group activities
- We always ensure students are dressed appropriately. At sports events for example, we will not publish pictures of pupils in swimming costumes except for those taken in the water.
- We ensure electronic images are stored confidentially and securely and are accessed only by those IAPS staff with authority to do so
- We will never show, copy, or give an image to any unauthorised person
- We do not publish the full name of the school, unless the school has indicated it would like us to do so
- We will avoid using the first and last name of a pupil and will always ensure that parental/pupil permission has first been obtained before publishing the image