



**The Maria Montessori Training Organisation  
trading as  
The Maria Montessori Institute**

**Policy on Use of Images of Children**

This Policy is intended to provide information to children and their parents, carers or guardians (referred to in this policy as "parents") about how "images" of children (photos and videos) are normally used by The Maria Montessori School ("the school"). It also covers the school's approach to the use of cameras and filming equipment at school events and on school premises by parents and children themselves, and the media.

It applies in addition to the school's terms and conditions and any other information the school may provide about a particular use of children's images, including signage about the use of CCTV and more general information about use of children's personal data, [e.g. the school's Privacy Notice]. Images of children in a safeguarding context are dealt with under the school's relevant safeguarding policies.

**General points to be aware of**

- Certain uses of images are necessary for the ordinary running of the school; other uses are in the legitimate interests of the school and its community and unlikely to cause any negative impact on children. The school is entitled lawfully to process such images and take decisions about how to use them, subject to any reasonable objections raised.
- Parents who accept a place for their child at the school are invited to indicate agreement to the school using images of them as set out in this policy, via the school's permission form. However, parents should be aware of the fact that certain uses of their child's images may be unavoidable (for example if they are included incidentally in CCTV or in a photograph).
- We hope parents will feel able to support the school in using child images to promote the work of the school; and for important administrative purposes.
- Any parent who wishes to limit the use of images of a child for whom they are responsible should contact the School Administrator in writing or fill in the form which will be sent to parents when a child joins the school or is available on request. The School will respect the wishes of parents/carers (and indeed children themselves) wherever reasonably possible, and in accordance with this policy.

**Use of Children's Images in School Publications**

- Unless the relevant child or their parent has requested otherwise, the school will use images of its children to keep the school community updated on the activities of the school, and for marketing and promotional purposes, including:
  - on internal displays (including clips of moving images) on digital and conventional notice boards within the school premises;



- in communications with the school community (parents, children, staff, Trustees and alumni) including by email, on My Montessori Child and by post;
- on the Institute's website and, where appropriate, via the Institute's social media channels, e.g. Twitter, Instagram and Facebook. [Such images would not normally be accompanied by the child's full name without permission]; and
- in the school's prospectus, if applicable, and in online, press and other external advertisements for the school. Such external advertising would not normally include children's names.
- The source of these images will predominantly be the school's staff (who are subject to policies and rules in how and when to take such images), or a professional photographer used for marketing and promotional purposes. The school will only use images of children in suitable dress and the images will be stored securely and centrally.

### **Use of Pupil Images for Identification and Security**

- CCTV is in use on school premises and will sometimes capture images of children. Images captured on the school's CCTV system are used in accordance with the Privacy Notice and CCTV Policy and in any other information or policies concerning CCTV which may be published by the Institute from time to time.

### **Use of Children's Images in the Media**

- Where practicably possible, the school will always notify parents in advance when the media is expected to attend an event or school activity in which school children are participating and will make every reasonable effort to ensure that any child whose parent or carer has declined permission for images of that child 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 children to go alongside the images, and these will be provided where parents have been informed about the media's visit and either parent or child has consented as appropriate.

### **Security of Children's 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 children 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 children 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 children held by the school where it is necessary for them to do so.

- All staff are given guidance on the school's Policy on Using Images of Children, and on the importance of ensuring that images of children are made and used responsibly, only for school purposes, and in accordance with school policies and the law.

### **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 (and where appropriate, film) their own children taking part in school events, subject to the following guidelines, which the school 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 the children and the comfort of others. Flash photography can disturb others in the audience, or even cause distress for those with medical conditions; the school therefore asks that it is not used at indoor events.
  - Parents are asked not to take photographs of other children, except incidentally as part of a group shot, without the prior agreement of that child's parents.
  - Parents are reminded that such images are for personal use only. Images which may, expressly or not, identify other children should not be made accessible to others via the internet (for example on Facebook), or published in any other way.
  - The school 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 making inappropriate images.
  - The school may record plays and concerts, in which case digital copies may be made available to parents. Parents of pupils taking part in such plays and concerts will be consulted if it is intended to make such recordings available more widely.

### **Use of Cameras and Filming Equipment by Children**

- All children 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 staff.
- The use of cameras or filming equipment (including on mobile phones) is not allowed in toilets, washing or changing areas, nor should photography or filming equipment be used by children in a manner that may offend, or cause upset.
- The misuse of images, cameras or filming equipment in a way that breaches this Policy, or the school's Anti-Bullying Policy, Data Protection Policy, eSafety Policy, IT Acceptable Use Policy for children or Safeguarding Policy is always taken seriously and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.