

# Photographic Images and Videos of Pupils of Ewell Castle School - Information for Parents/Guardians

*Ewell Castle School manages the photographs and videos it takes of its pupils/students on the basis of assumed consent based on legitimate interest. For the majority of families, once you have read this document no further action is required. The document explains the circumstances when and why photos/videos of pupils/students at the School are taken, as well as how the photos/videos are used.*

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Generally, parents and guardians like to see their child featured in School photographs where they are together with their school friends and classmates taking part in various school events, activities, whilst on School trips and if they are in a School sports team and/or music and drama performances.

Due to the complications of administering the previous pupil photos and video process, Ewell Castle School updated how it manages pupil photos and videos that can be used to promote the School. Since October 2021, Ewell Castle School's photographic images and videos of pupils' procedures is based on legitimate interest, and the School will assume that it can take photos and videos of all its pupils, and potentially use those photos/videos to promote Ewell Castle School.

This may include within School on displays and presentations, End of Term Reviews (newsletters), as well as externally on the School website, School social media, media releases, School promotional videos and School music and/or drama production videos.

Paid advertising is the exception. As an independent school, we regularly advertise in various forms of media. If we wish to use the image of a pupil/student in Ewell Castle School advertising, we will seek specific consent from the parent/guardian of that pupil or from the pupil themselves if they are aged 16 years or over.

## **Opting out of photos/videos where there may be pupil safeguarding concerns.**

If there are safeguarding reasons why your child should not be included in any photos/videos that could be used to promote the School, or if you feel strongly that they should not be included in any photos/videos, please email our Safeguarding Leads; at the Senior School Mr Leigh [s.leigh@ewellcastle.co.uk](mailto:s.leigh@ewellcastle.co.uk) and at the Prep School Mrs Bean [g.bean@ewellcastle.co.uk](mailto:g.bean@ewellcastle.co.uk).

They will then forward your email to the Marketing Department and relevant members of staff so that we are aware of your wishes. We will use our best endeavours to exclude the individual child from promotional photographs/videos/social media, so that they do not appear in photos/videos/social media that could be used to promote the School.

## **Pupil names alongside pupil photos/videos**

Ewell Castle School follows the Department for Education (DfE) advice: "If the pupil is named, avoid using the photograph. If the photograph is used, avoid naming the pupil." *Except as mentioned below*, we will therefore not use children's full names alongside their photographs in the school's own printed publications, in video films, on our website, or School social media accounts without the specific consent of a parent/guardian or the pupil themselves if they are aged 16 years or over. The exceptions to this rule are:

- the Ewellians annual School magazine may include sports team and form group photographs with the names of the form or team members printed beneath. The Ewellians is distributed to all families whose children attend Ewell Castle School or attended the previous year. It is also retained indefinitely for historical purposes within the School's online digital archive. The archive is hosted within a closed access website and only those connected with the School (alumni, their parents and family members, and current/former staff members) can access the archive if they are supplied with a username and password.

- the whole School photograph which is taken periodically which includes all pupils and staff. The photograph is only available for purchase by pupils, their parents or guardians and staff but it is retained thereafter in the School's digital archive.
- the School may at times provide press releases to media. News outlets prefer releases and features to be accompanied by relevant photos of the pupils/staff involved. Parent/guardian consent will be sought on these occasions and only then will pupil/staff full names be provided. Digital photos will be kept for a period of up to ten years before review, at which point they may be retained for the School Archive or deleted.
- in most situations, when the School posts a photo of a pupil/s on social media, pupil names will not be included. However, if the School knows that the individual pupil/s in the photo have given their consent for their first name to be included alongside their photo, then both the pupil/s photo and pupil/s first name may be used together.

### **Photos/videos of visitors to Ewell Castle School**

Staff of Ewell Castle should only take photos/videos of Ewell Castle School staff, pupils/students or alumni of the School. Unless specific permission is sought from the parents/guardians of children visiting Ewell Castle School for tours/open events/induction days etc, then photographs/videos should not be taken or used that may include these children.

This document will be shared termly with all Ewell Castle School staff, as well as Ewell Castle School Sixth Form students who manage student-led, non-official Ewell Castle social media accounts, which promote the life of the School and its pupils/students.

*Please contact Ms Carol Hernandez, Director of Marketing, Development and Alumni, if you have any queries [c.hernandez@ewellcastle.co.uk](mailto:c.hernandez@ewellcastle.co.uk)*

1<sup>st</sup> August 2024