

Parents Policy on the taking and use of images	
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Policy Owner	Director of Compliance
Policy Author	Director of Compliance
Governance	Regulatory Committee
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1. Purpose and Scope

This policy outlines the regulations and expectations regarding the taking, storing, sharing, and broadcasting of photographs and video footage at any School within the Sedbergh Schools Group (**the "School"**).

The School recognises that parents, guardians, and extended family members wish to celebrate and record their children's achievements at school events. However, as an independent institution, the School owes a strict duty of care to its community. This policy balances the celebration of student life with our legal obligations toward safeguarding, privacy, and data protection.

This policy applies to all school premises, sporting fixtures, off-site excursions, and school-sanctioned social events (including formal balls, proms, and prize-giving ceremonies).

2. Legal Framework and Premises Jurisdiction

While the UK Information Commissioner's Office (ICO) notes that data protection laws (such as the UK GDPR) feature a "domestic exemption" for parents taking photos strictly for personal family use, the School grounds are private property.

The School maintains absolute jurisdiction over its campus and reserves the right to restrict, control, or entirely prohibit the use of cameras, mobile phones, and recording equipment at any time to ensure compliance with safeguarding standards.

3. Guidelines for Parents and Personal Use

Parents and guests are permitted to take photographs and videos at designated school events (e.g., sports days, nativities, concert performances) under the following conditions:

Focus on Your Child: Imagery must focus primarily on your own child. Capturing other children incidentally should be minimised.

No Disruption: The use of flash photography, tripods, large telephoto lenses, or moving around the venue during a performance is strictly prohibited as it disrupts the event and blocks the view of others.

Staff Instructions: Attendees must immediately cease filming or photographing if requested to do so by a member of school staff.

Prohibited Zones: Cameras and recording devices are strictly banned under all circumstances in high-risk privacy areas, including changing rooms, swimming pools, restrooms, and boarding houses.

4. Public and Social Media Restrictions

Photos and videos captured by parents at school events are for private, domestic use only.

No Public Uploads: Parents must not upload photographs or videos featuring identifiable images of other pupils onto public social media platforms, video-sharing websites (e.g., YouTube, TikTok), or open internet forums without the express, prior written consent of those pupils' parents.

Breach of Agreement: Widespread public distribution of group images bypasses school safeguarding registries and constitutes a breach of the Parent Contract.

5. School-Operated Live Streams for Overseas Families

To accommodate overseas parents, long-distance relatives, and families unable to travel to the campus, the School may opt to live stream major events (such as graduation ceremonies, speech days, or marquee sports fixtures).

Access Controls: Live streams will be hosted on secure, password-protected, or unlisted platforms. Links will only be distributed directly to verified family emails and must not be posted on public forums.

No Redistribution: Viewers are strictly prohibited from screen-recording, downloading, or redistributing any portion of the live broadcast.

Camera-Free Seating Zones: For every live-streamed event, the School will establish a designated "Camera-Free Zone" or manage specific field-of-view camera angles. This ensures that pupils whose parents have opted out of media usage can fully participate in the event without appearing on screen.

6. External Professional Photographers and Contractors

When the School commissions external commercial photographers or media contractors (e.g., for formal team sports photos, commercial videography, dramatic productions, or the Leavers' Prom), the following strict compliance measures apply:

Safeguarding & Vetting: In England, all contractors must hold a valid, clear Enhanced Disclosure and Barring Service (DBS) check, verified by the School's HR department. In Scotland they must hold a valid PVG. They must always wear visible school-issued identification.

Data Control: The School remains the sole Data Controller. The photographer acts as a Data Processor and is legally prohibited from using pupil imagery for their own business marketing, website portfolios, or social media promotion without explicit, separate written authorisation from both the School and the relevant families.

Secure Gallery Distribution: Commercial galleries made available for parent purchases must be hosted on secure, encrypted, and password-protected platforms. These galleries must be hidden from public search engine indexing.

Opt-Out Synchronisation: Prior to publishing any commercial event gallery, the contractor must cross-reference their images against the School's internal Photo Opt-Out List to ensure non-consenting or vulnerable pupils are completely redacted.

7. Safeguarding Overrides

The School reserves the right to issue a blanket ban on all parental photography or filming at any specific event without prior notice. This measure is automatically triggered when a pupil with critical safeguarding vulnerabilities (e.g., a child in protected foster care or escaping domestic instability) is participating. The anonymity and safety of vulnerable pupils will always take absolute precedence over parental media access.

8. Enforcement and Compliance

Compliance with this policy is a condition of entry to the school grounds and a core component of the Parent Contract.

First Infraction: Individuals found violating these rules will be asked to stop and delete any non-compliant media immediately.

Escalation: Persistent non-compliance, refusal to cooperate with staff, or the unauthorised public posting of other children's images may result in a permanent ban from attending future school events and could be viewed as a formal breach of the enrolment terms.