



Photography and Film Policy

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1. Introduction

This Policy is intended to provide information to Downe House Riyadh pupils and their parents, carers or guardians (referred to in this policy as "parents"), and members of the public about how images are normally used by Downe House Riyadh (hereafter referred to as "School"), including Early Years Foundation Stage (EYFS).

It predominantly covers Downe House Riyadh's use of pupil images, but also applies to our use of cameras and filming equipment, and images of staff, alumni and visitors attending Downe House Riyadh-run events and activities. The use of cameras and filming equipment by parents and pupils themselves, and the media, are also covered.

It applies in addition to Downe House Riyadh's other agreements in place with parents and any other information Downe House Riyadh may provide about our use of images and personal data in general, for example, our Privacy Notices. Images of pupils in a safeguarding context are dealt with under the Downe House Riyadh's relevant safeguarding policies.

2. Why do we store and process images?

Certain uses of images are necessary for the ordinary running of Downe House Riyadh; other uses are in the legitimate interests of Downe House Riyadh and its community and are unlikely to cause any negative impact on individuals. Downe House Riyadh is entitled lawfully to process such images and take decisions about how to use them, subject to any reasonable objections raised.

In addition, our use of images may sometimes rely on consent (for example, Marketing and Publicity). Parents who accept a place for their child at Downe House Riyadh are invited to indicate agreement to Downe House Riyadh using images of him/her as set out in this policy by signing the relevant consent form. However, parents should be aware that certain uses of their child's images may be necessary or unavoidable (for example, our use of CCTV for security purposes and identification of pupils for internal administrative purposes).

Any parent (or pupil over the age of 13) who wishes to limit the use of images of a pupil for whom they are responsible can withdraw their consent and request that the details and any images of the pupil are removed from Downe House Riyadh systems at any time. In addition, any individual (including visitors to Downe House Riyadh) may object to Downe House Riyadh's use of their image, as detailed within the Section on Marketing and Publicity.

Queries may be directed to Deputy Head Operations.

2a. Exam Requirements and Performance Analysis

As a necessary part of supporting our academic sport activity, sports fixtures and training sessions may be recorded. This material will either be required as examination evidence (for example, submission to an external exam board in line with the board's policies and procedures) or for in-class performance analysis purposes. Visiting pupils from other schools, academies or Downe House Riyadh taking part in fixtures may be incidentally recorded, but at no stage will they or visiting members of staff be named.

2b. Identification and Security

All pupils are photographed on entering Downe House Riyadh and, thereafter, at

intervals, for the purposes of internal identification. These photographs identify the pupil by name, year group, house and form/tutor group.

CCTV is in use on Downe House Riyadh premises, and will sometimes capture images of pupils, parents, staff and visitors to Downe House Riyadh. Images captured on Downe House Riyadh's CCTV system are used in accordance with Downe House Riyadh's CCTV Policy.

2c. Formal Individual and Group Photography

Formal individual and group photographs (of year groups, houses, the full school and/or teams) will be taken annually of all pupils and are made available for pupils and their families to purchase via a secure, restricted site. Forenames and surnames will be attached to these formal, official images. They will only be reproduced externally (as detailed in the Section on Marketing and Publicity) if all participants consent to its reproduction.

2d. Marketing and Publicity (by Downe House Riyadh)

Images of Pupils

Photographs and video footage (live or recorded) may showcase a specific pupil's achievement or award; the past week's or fortnight's events and activities; or a specific event, including sports matches, plays, musical performances, and other Downe House Riyadh events, visiting seminars and exhibits. We hope parents will feel able to support Downe House Riyadh in using pupil images to celebrate pupils' sporting and academic achievements, and to promote the work of Downe House Riyadh.

Where we rely on consent in order to share images of pupils, images featuring pupils without consent who cannot be reasonably identified (i.e. if they are in the distant background or not facing the camera) may still be posted.

Use:	Names included:	Grounds for Processing:
Displayed internally on digital and conventional notice boards within Downe House Riyadh premises.	Forename; Surname	Legitimate Interests
Attached to internal communications in order to share our activities privately with the Downe House Riyadh community (parents, pupils, staff and alumni), including email and by post.	Forename; Surname	Legitimate Interests
Published in printed publications exclusively available to pupils and their families (e.g. Leavers Books).	Forename; Surname	Consent (Parental or, if aged 13 or older, Pupil)
Published within retrospective annual printed material such as Downe House Riyadh News, The Year. Please note that printed material is also available online.	Forename; Surname	Consent (Parental or, if aged 13 or older, Pupil)
Published within retrospective regular printed material such as Downe House Riyadh News. Please note that printed material is also available online.	Forename only; And the first letter of the surname if more than one pupil has the same forename	Consent (Parental or, if aged 13 or older, Pupil)
Published on Downe House Riyadh's website, and where appropriate, via Downe House Riyadh's social media channels. These include, but are not limited to, Twitter, Facebook, Instagram and YouTube.	Forename only; And the first letter of the surname if more than one pupil has the same forename	Consent (Parental or, if aged 13 or older, Pupil)
Promotional images of Downe House Riyadh including pupils used for Marketing purposes published in print, on our website and social media channels.	None	Consent (Parental or, if aged 13 or older, Pupil)

Images of Staff

It is expected that images of staff, in connection with their employment or engagement at Downe House Riyadh, will be published for marketing and promotional purposes (as detailed within our Privacy Notice for Staff).

Images of Visitors to Downe House Riyadh

The Downe House Riyadh reserves the right to use cameras and filming equipment at Downe House Riyadh- run events. On arrival attendees (which may include parents, guardians, carers, alumni, and other visitors to the Downe House Riyadh) will be informed that photography or filming will take place. Images (without names) taken at these events may be used for press purposes or to promote similar future events.

Attendees may request to be positioned out of shot or receive confirmation that any images, featuring themselves, are not be used by the Downe House Riyadh. Any visitor who wishes to object to the Downe House Riyadh's use of their image should email the event organiser.

2e. Marketing and Publicity (by Third Party Organisations)

Images taken by Third Parties

Third party organisations may include:

- Schools, Academies, Downe House Riyadhs and Universities
- Media organisations (including News Outlets)
- Organisations beyond the Education Sector hosting events or trips attended by Downe House Riyadh pupils (for example, a pupil may participate in a concert to raise money for a charity)

Parents should be aware that other organisations may take photos of our pupils; for example, during a Sports fixture photographs may be taken of the match. Every reasonable effort will be taken to ensure that third parties are aware that, should they wish to publish images of a specific pupil, they must either ask permission from the pupil and their parents directly or request that Downe House Riyadh staff do the same on their behalf.

Images requested for use by Third Parties

Images (taken by Downe House Riyadh, including images with accompanying names) will only be released to another organisation after additional consent has been given by the pupil and/or their parents or guardian.

2f. Archiving in the 'Public Interest'

Images may be retained permanently by Downe House Riyadh for the following purposes:

- Enabling research and investigation, including academic, historical or genealogical research;
- Enabling the discovery and availability of personal, community and corporate identity, memory and history;
- Enabling educational use; and
- Enabling commercial and non-commercial re-use.

Images retained in the 'Public Interest' will only be processed in line with Data Protection legislation, which necessarily entails access restriction.

3. Retention

Downe House Riyadh is committed to storing and processing images only for as long as is required by a specific Downe House Riyadh process or where there is compelling legitimate case for storing and processing that data. All images are retained in line with our Retention Guidelines.

4. Security

All staff are given guidance on Downe House Riyadh's Policy related to taking, storing and using images of pupils, and on the importance of ensuring that images of pupils are made and used responsibly, only for Downe House Riyadh purposes, and in accordance with Downe House Riyadh's policies and the law.

External professional photographers and the media are accompanied at all times by a member of staff when on Downe House Riyadh premises. Downe House Riyadh uses only reputable professional photographers, and makes every effort to ensure that any images of pupils are held by them securely, responsibly and in accordance with Downe House Riyadh's instructions.

Downe House Riyadh takes appropriate technical and organisational security measures to ensure that images of pupils held by Downe House Riyadh are kept securely and protected from loss or misuse. Downe House Riyadh will take reasonable steps to ensure that members of staff only have access to images of pupils held by Downe House Riyadh where it is necessary for them to do so.

5. Use of Cameras and Filming Equipment by Parents and Pupils

5a. 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 Downe House Riyadh events, subject to the following guidelines, which Downe House Riyadh 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 cast members or performers on stage and the comfort of others.
- In particular, flash photography can disturb others in the audience, or even cause distress for those with medical conditions; Downe House Riyadh therefore asks that it is not used at indoor events.
- Parents are asked not to take photographs of other pupils, except incidentally as part of a group shot, without the prior agreement of that pupil's parents.
- Parents are reminded that such images are for personal use only. Images which may identify other pupils should not be made accessible to others via the internet (for example on Facebook), or published in any other way.
- Parents are reminded that copyright issues may prevent Downe House Riyadh from permitting the filming or recording of some plays and concerts. Downe House Riyadh will always print a

reminder in the programme of events where issues of copyright apply.

- Parents may not film or take photographs in changing rooms or backstage during Downe House Riyadh productions, nor in any other circumstances in which photography or filming may embarrass or upset pupils.
- Downe House Riyadh 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 taking inappropriate images.
- Downe House Riyadh may sometimes record plays and concerts professionally (or engage a professional photographer or film company to do so), in which case CD, DVD or digital copies of the DVDs and CDs may be made available to parents for purchase. These copies will only feature visual footage of pupils that have consented to their image being used. They will not identify pupils by name unless prior consent has been given.
- If a member of staff spots any suspicious behaviour (someone using a camera with a long lens and tracking a child that is not their own, for instance) should report this immediately to the person in charge of the event who will politely challenge them.

5b. By Pupils

All pupils are expected to sign and comply with the ICT Pupil Acceptable Use Policy Agreement, which covers the use of cameras and filming equipment (including mobile phones), and any distribution of images. Pupils 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 the pastoral staff.

5c. By Staff

The school has its own on-site photographer who should be used first and foremost, especially at high profile school events. The school also has its own batch of cameras for photography clubs and trips out of school. These, rather than personal cameras, should be used and all photos given to the school photographer to load onto the network for use in marketing and publicity.

Photographic evidence is relied upon heavily in Pre-Prep, particularly in Foundation Stage, as a way of recording a child meeting a developmental milestone or achieving a learning goal. If parents of Pre-Prep pupils have indicated that they do not want their child photographed for the school's use, it is worth checking if they mind if the teacher only takes their photograph for the reason outlined above. The parent should be reassured that these photos would only be glued into books as a record of learning or shared with the parent at the end of the school year and not kept electronically afterwards.

The misuse of images, cameras or filming equipment in a way that breaches this policy, or any of Downe House Riyadh's other policies is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.

6. Your right to access, rectify, restrict or erase personal data

In line with current Data Protection legislation, pupils, parents, staff and visitors to Downe House Riyadh may request access to, rectification, restriction or erasure of their personal data.

Policy History

Date of adoption of this policy	August 2022
Date of last review of this policy	June 2026
Date for next review of this policy	August 2027
Policy owner (SMT)	Principal
Policy owner (Board)	Chair