

British International School Phuket

Photography, Video and Digital Imaging Policy

Summary of Key Points

- **Images or Photographs:** In this policy *Images* (or *Photographs*) include all the various media both digital and traditional, and all forms of photographs, videos, and streaming.
- The school generally assumes consent for routine use of photography by and in the school, but may ask parents to provide specific consent for some uses.
- Parents with concerns regarding photography and their child should discuss their specific issues with the relevant School Principal.
- Anyone using any form of photography at BISP is asked to do so responsibly
 - All images should be appropriate.
 - Anyone being photographed should be aware of this.
 - Images should be deleted if requested by the student or any member of staff.
- Parents photography should be focussed on their own children.
- Specific consent should be obtained from the school for any commercial photography on site.

1. Introduction

- 1.1. At British International School Phuket, we recognise that *photography* is employed routinely in many ways within the school including producing *images* used for record keeping, displays, teachers' lessons, children's own work, other educational purposes, and providing a record of school life. On occasions, *images* are also used for the press, social media and other promotional purposes. We recognise the desire of most parents to take *images* of their own children participating in school events. We are, however, also sensitive to the wishes and rights of parents who may not want their children to be photographed and/or who might have concerns about the use of such images. We are aware of our responsibility to protect the children in our care from harm.
- 1.2. As a school we endeavour to educate our students to use technology effectively and appropriately, in the area of photography the school can only succeed if the whole school community supports us by demonstrating sensible and responsible use of their devices.
- 1.3. Given the prevalence of photography in everyday life and expectations of many of parents and students; this policy works on the assumption that UNLESS THE SCHOOL HAS BEEN NOTIFIED parents consent to the school using *images* of their children as outlined in this policy.
- 1.4. **If at any time a student indicates that they do NOT consent (that lack of consent may be expressed in writing, verbally or by actions) then *images* should not be taken.**

2. Consent

- 2.1. The school assumes that parents who have enrolled their children at BISP consent to the routine use of *photography* by the school, as laid out in this policy. The school will periodically include in communications with parents, via school publications, individual letters and conversations, information regarding how and when *photography* will be used with their children.
- 2.2. The school will seek specific individual parental permission for the use *images* in the following circumstances:
 - 2.2.1. (Non-public) School activities (e.g. trips) where *photography* may not be strictly educational, for example to provide students with memories and reminders of an enjoyable event.
 - 2.2.2. Any time a *personal image* of a student will be linked to a student's full name in school publications or publicity.
 - 2.2.3. Anytime the Headmaster feels parental approval is preferable.
- 2.3. Where a parent contacts the school to indicate they do NOT agree with the consent measures above, the relevant School Principal will meet with those parents to agree on a case by case basis procedures to cater for their reservations. The outcome of those discussions will be a written agreement indicating how the school and parents will proceed.

3. Parent and Visitors Photography at BISP

- 3.1. The school respectfully asks all parents and visitors to set an exemplary example when taking *images*. At selected events and performances the school will issue specific guidance on *general photography*, but always the school expects the following:
 - 3.1.1. Photographers should be unobtrusive and not impede the view of other spectators or interfere in any way with the event.
 - 3.1.2. Parents will focus on their own children when taking *images*.
 - 3.1.3. School consent should be obtained before any *images* are published or offered for sale
 - 3.1.4. Children being photographed should be aware of this and be cooperative. Reluctance or reticence from the student should always be interpreted as denial of consent.
 - 3.1.5. Images should be immediately deleted if any member of the school community suggests they are inappropriate.

4. Safeguarding/ Child protection

- 4.1. All *photography* at BISP must be appropriate, respectful of the rights and reasonable expectations of both parents and students. Below is a list of practices that are definitely **unacceptable**, but it is

stressed the list is not definitive and the school policy is that if there is any indication of a lack of consent then *images* should not be taken and if requested by a student or a parent *images* deemed by them to be inappropriate should be deleted or destroyed.

- 4.2. The following are **never** acceptable at BISP:
- 4.2.1. Taking *images* in locations or situations where it is reasonable to expect privacy (e.g. changing rooms, toilets, boarding house bedrooms, etc.).
 - 4.2.2. Taking *images* of any student in a state of distress (emotional or physical).
 - 4.2.3. Continuing to take *images* if asked to stop by any member of staff.
 - 4.2.4. Photography that may endanger the health or safety of others.
 - 4.2.5. Taking images of someone who has indicated, by any method, they do not consent to being photographed.
 - 4.2.6. Use of telephoto lenses or concealed cameras to take images that the person being photographed might object to.
 - 4.2.7. The use of drones or other remote controlled cameras, unless specifically authorized by the school.

5. Student Devices

- 5.1. Many of the students do carry mobile phones with the capability to take *images* and post them directly to the internet. These devices should not be used during the school day, unless specifically requested by a teacher.
- 5.2. The school will investigate any reported incidents of students using devices to take unauthorized *images* and it is likely that such incidents will come under the scope of the Anti-bullying policy and/or use of devices at school policy.

6. CCTV

- 6.1. BISP CCTV is operated by the Security department and this is only a brief summary of their policies.
- 6.2. BISP has installed a CCTV system and periodically upgrades the system with the intent of:
 - 6.2.1. protecting the school buildings and school assets, both during and after school hours;
 - 6.2.2. promoting the health and safety of staff, pupils and visitors;
 - 6.2.3. supporting the Security Guards in a bid to deter and detect crime;
 - 6.2.4. assisting in identifying, apprehending and prosecuting offenders; and
 - 6.2.5. ensuring that the school rules are respected so that the school can be properly managed.
- 6.3. CCTV cameras are located throughout the school, but not in locations where there is an expectation of privacy. In the boarding houses students are made aware of the location of the CCTV cameras. CCTV is **not** intended to monitor either student behaviour during lessons or the quality of teaching and is not normally installed in teaching rooms.
- 6.4. CCTV images are stored for a period of time, at least one week and not more than three months, depending on the camera location. Authorized members of the school staff may review CCTV *images* at any time.

7. Use and Storage of *images*

- 7.1. Images taken for school purposes will be stored in a protected location, typically this will either be a school file server or on a school Google Drive account. In general student names will NOT be stored with *images* either in file names or as metadata.
- 7.2. Selected *images* will be published in a variety of ways by the school and to a variety of audiences. If the school is notified that an *image* is considered to be inappropriate then the school will attempt to delete or remove the *image* from circulation.
- 7.3. The school encourages the use of settings for student and class blogs, Google drive etc. that are at least the equivalent of “Anyone with Link can access”. In other words whilst the content is openly accessible on the internet, it should not appear in search results. This makes the blogs semi-private, teachers are aware of the need to monitor content, and as part of the digital citizenship program they educate students on what information is appropriate to publish. If it becomes a concern or at

the request of parents the settings of blogs will be changed to “Private, only authorized viewers”, but this will make the blog harder to view for everyone and less effective as an educational tool. Parents are encouraged to discuss any concerns with the ICT team.

8. Links to Student *images* and blogs

- 8.1. Where a link is circulated to parents to allow them to access a photo album, blog, or website containing student *images*, recipients should treat the link with an appropriate degree of confidentiality. For example a link to a student’s blog should not be placed on Facebook, but it might be forwarded to that student’s grandparents.

9. Monitoring and Review

- 9.1. The effectiveness of this policy will be monitored by the Headmaster, School Principals and ICT Director, they or the Parent Reps may initiate a review of this policy at anytime.

10. Definitions

- 10.1. The following “school” photography definitions are provided:
 - 10.1.1. **Images or Photographs:** *Images (or Photographs)* include all the various media both digital and traditional, and all forms of photographs, videos, and streaming. They may be used in a wide variety of ways including in blogs, and school social media accounts.
 - 10.1.2. **Photography:** *Photography* is any process that produces *images* whether by electronic or other processes.
 - 10.1.3. **Personal Image:** A *personal image* is an image where an individual student is easily identifiable, but excluding images taken at an event open to the general school community.
 - 10.1.4. **Curriculum/internal use:** *Images* taken for curricular use, displays, workbooks, school trips, notice boards, school events and/or assessment purposes. These *images* could be stored for several years and may also be published in student or class blogs.
 - 10.1.5. **Publicity Image:** *Images* used in the school newsletters, prospectus, blog posts, social media (including FaceBook) and school related websites. This may on occasion also involve outside agencies such as the local press or a commercial photographer.
 - 10.1.6. **School Image:** Class, team and individual school *images* taken by a reputable commercial photographer with a copy given to parents. These *images* are also used for school management purposes, including the production of student photo identity cards.
 - 10.1.7. **General Photography:** Any *Photography* by parents, visitors or others on the school campus.
 - 10.1.8. **Commercial Photography:** *Commercial photography* includes any activity at the school by a professional photographer, whether commissioned by a parent to record their own children at an event or the taking of *images* with the intent to sell.
 - 10.1.9. **CCTV:** Images captured by the school’s Closed circuit TV cameras. These are normally stored by the school for a period of between 1 day and 1 month depending on operational requirements