



*Excellence in Education*

The Independent Association  
of Prep Schools

## **IAPS's Media Policy**

Throughout this policy, "media" refers to the capture of images in any form including, but not limited to, photographs, film, live streaming and the use of social media.

This policy sets out IAPS' approach to the use of media supplied to the association by member schools, and the use of media by IAPS' staff and professional photographers at sports events.

It outlines the key principles we adhere to in managing the receipt, use, and publication of such media.

It does not cover the use of media by individual schools at IAPS events; member schools are advised to determine their own school policy based on statutory guidance, good practice and the specific needs of their school environment, for such events.

### **Publishing media**

As part of our service to member schools, any media supplied to us or captured at sports events by IAPS staff and/or professional photographers, is used to promote the work of the association and the benefits of membership.

We may publish such media as follows:

- On the IAPS website
- On any of IAPS' official social media accounts, including Facebook and Twitter
- Within in-house publications, such as newsletters and conference brochures

We never pass any media on to third parties, nor do we authorise their use in other publications. We will not use the media for any other purpose without having first received confirmation that the consent of the pupil, or his or her parent(s), has first been obtained.

The majority of the media used by IAPS is sent to the association by member schools, with a request that they be publicised through our various communication channels. Occasionally however, we may request the media from schools to help meet specific marketing needs, for example to accompany a story on our website.

IAPS will comply with its data protection obligations under IAPS's new Data Protection Policy, in line with GDPR, when processing personal data in such circumstances.

### **Permissions/Refusals**

All schools should have their own policy in place covering the use of media.

Schools should handle images according to their obligations under GDPR. When a member school shares any media with IAPS, with an assumption that the media will be published, the Association reasonably assumes that the member school has passed on the media in good faith and in accordance with their own agreed policy on processing and sharing media. IAPS will seek confirmation from member schools that the wishes of parents restricting or refusing the use of media including their children are respected when a booking is made online.

IAPS will treat the member school as the Data controller and will only process the data under the permissions granted by the school.

### **Media at IAPS sports events**

IAPS sports events currently have no external professional photographers present. However, IAPS staff and representatives may use different forms of media to capture images or film, which are for use by the association in the ways listed above. IAPS will be the data controller of this data and it will be protected under our data protection policy. IAPS's privacy impact assessment can be accessed by contacting [sport@iaps.uk](mailto:sport@iaps.uk)

There is an option on the online entry forms for schools to inform IAPS if photographs/film is not to be taken of all/some of their pupils at the event.

### **Safer images checklist**

In order to build in a further safeguard, IAPS adheres to the following checklist when publishing media including pupils:

- We avoid close-up images of individual students, unless a pupil is being recognized for a specific individual achievement, and specific parent/pupil consent to such has first been obtained. Where possible, we will only use images of classroom or group activities
- We always ensure students are dressed appropriately. At sports events for example, we will not publish images of pupils in swimming costumes except for those taken in the water.
- We ensure electronic images are stored confidentially and securely and are accessed only by those IAPS staff with authority to do so
- We will never show, copy, or give an image to any unauthorised person
- We do not publish the full name of the school, unless the school has indicated it would like us to do so
- We will avoid using the first and last name of a pupil and will always ensure that parental/pupil permission has first been obtained before publishing the image

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