

## Taking, Storing and Using Images of Children Policy 拍摄/存储/使用学生肖像政策

This Policy should be read in conjunction with the following policies:  
此政策应当和以下政策一同阅读：

[Privacy Notice](#)

[Safeguarding Policy](#)

[Acceptable Use Policy](#)

[Use of Mobile Phones Policy](#)

[Code of Conduct](#)

[Anti-Bullying Policy](#)

[Behaviour Policy](#)

[隐私声明](#)

[安保政策](#)

[可接受的使用政策](#)

[手机使用政策](#)

[行为守则](#)

[反-霸凌政策](#)

[行为政策](#)

### **1. This Policy** **1. 关于此政策**

This Policy is intended to provide information to pupils and their parents, carers or guardians (referred to in this policy as "parents") about how images of pupils are normally used by St John's College School ("the school"). It also covers the school's approach to the use of cameras and filming equipment at school events and on school premises by parents and pupils themselves, and the media.

本政策旨在向学生及其父母，照顾者或监护人（在本政策中称为“父母”）提供有关圣约翰学院学校（“学校”）如何使用学生肖像的信息。此政策还包括了在校园内以及校方活动中，家长、学生自己以及相关媒体使用拍照设备的规则。

It applies in addition to the school's terms and conditions, and any other information the school may provide about a particular use of pupil images, including e.g. signage about the use of CCTV; and more general information about use of pupils' personal data, e.g. the school's Privacy Notice. Images of pupils in a safeguarding context are dealt with under the school's Safeguarding and Child Protection Policy, Acceptable Use Policy and the Use of Mobile Phones Policy.

本政策是学校《条款与条例》的补充，并且适用于其他有可能使用学生肖像信息的情况，包括：例如关于闭路电视使用的标志；关于使用学生个人数据的更多一般信息，学校的隐私声明。学生的肖像会在安全情况下使用，并结合学校的保护和儿童保护政策，可接受使用政策和移动电话政策共同使用。

## **2 General points to be aware of**

### **2 注意事项**

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

学校的日常运营中有时需要使用到学生的肖像; 其他途径的使用均符合学校及教育相关条款条例, 几乎不会对学生造成负面影响。针对相关建议和意见, 学校有权合法处理此类图像并就决定如何使用它们。

We hope parents will feel able to support the school in using pupil images to celebrate the achievements of pupils, sporting and academic; to promote the work of the school, and for important administrative purposes such as identification and security.

我们希望家长能够支持学校使用学生肖像来庆祝学生的在体力和智力上的进步, 配合学校宣传工作, 以及其他重要的行政目的, 例如身份识别, 安全指导等。

Any parent who wishes to limit the use of images of a pupil for whom they are responsible should contact the Bursar in writing. The School will respect the wishes of parents/carers (and indeed pupils themselves) wherever reasonably possible, and in accordance with this policy. However, parents should be aware of the fact that certain uses of their child's images may be necessary or unavoidable (for example if they are included incidentally in CCTV or a photograph).

如果您不希望园所使用学生的肖像, 请以书面形式联系校方。学校将在合理范围内, 并根据本政策尊重父母/照顾者(实际上是学生本人)的意愿。当然, 也请家长意识到学校有时不可避免要使用学生的肖像(例如, 他们偶然出现在闭路电视中或其他合照中)。

Parents should be aware that from around the age of 12 and upwards, the law recognises pupils' own rights to have a say in how their personal information is used – including images.

另请家长注意, 从 12 岁左右开始, 学生有权利决定如何使用个人信息(包括图像)。

## **3 Use of Pupil Images in School Publications**

### **3 在学校出版物上使用学生肖像**

Unless the relevant pupil or his or her parent has requested otherwise, the school will use images of its pupils to keep the school community updated on the activities of the school, and for marketing and promotional purposes, including:

在无相关家长疑义的情况下, 学校将使用学生的照片, 让学校监管部门了解学校的活动, 以及其他宣传活动等, 包括:

- on internal displays (including clips of moving images) on digital and conventional notice boards within the school premises;
- 在校内电子显示屏或布告栏上使用(包括动图)
- in communications with the school community (parents, pupils, staff, Governors and alumni) including by email, on the school intranet/web portal and by post;
- 与学校社区(家长, 学生, 工作人员, 校长和校友)沟通, 包括通过电子邮件, 在学校内网/门户网站和邮寄;
- on the school's website and, where appropriate, via the school's social media channels, such as Twitter or Facebook. Such images would not normally be accompanied by the pupil's full name without permission; and
- 在学校的官网上, 并在某些情况下, 通过学校的社交媒体渠道, 如 Twitter 或 Facebook。这些图像不会在未经许可的情况下附有学生的全名; 和

- in the school's prospectus, and in online, press and other external advertisements for the school. External advertising would not normally include pupil's names. In some circumstances the school will seek the parent or pupil's specific consent, depending on the nature of the image or the use.
- 在学校的招股说明书中，以及在线，新闻和学校其他的对外广告。外部广告通常不包括学生的姓名。一些情况下，学校将根据图像的性质或用途征求家长或学生的同意。

The source of these images will predominantly be the school's staff (who are subject to policies and rules in how and when to take such images), or a professional photographer used for marketing and promotional purposes, or occasionally pupils. The school will only use images of pupils in suitable dress and the images will be stored securely and centrally.

这些图像的来源主要由学校工作人员拍摄（拍摄过程严格遵循如何以及何时拍摄此类图像的政策和规则），或者出于营销和促销目的聘请专业摄影师拍摄，或偶尔是学生拍摄。学校只会使用适合的学生图像，图像将被妥善地安全地集中存储。

#### **4 Use of Pupil Images for Identification and Security**

##### **4 使用幼儿照片进行身份识别或安全指导**

All pupils are photographed on entering the school and thereafter at 2 yearly intervals, for the purposes of internal identification. These photographs identify the pupil by name, year group, house and form/tutor group. They are stored within the School's secure computer network.

所有学生在进入学校时都会拍照，之后每隔 2 年拍摄一次，以便进行内部识别。这些照片通过名称，年份分组，以便学校工作人员或教师来识别学生，照片将被存储在学校的计算机网络安全网络中。

CCTV is in use on school premises, and will sometimes capture images of pupils. Images captured on the School's CCTV system are used in accordance with the school's Privacy Notice and CCTV Policy, and any other information or policies concerning CCTV which may be published by the school from time to time.

校园内广泛使用闭路电视，有时会抓拍到学生的照片。在学校的闭路电视系统上拍摄的图像将根据学校的隐私声明和闭路电视政策以及学校可能不时发布的有关闭路电视的任何其他信息或政策使用。

#### **5 Use of Pupil Images for Teaching Purposes**

##### **5 用于教学目的的学生肖像使用**

Either still or video images may be taken of pupils for teaching purposes, including demonstrating teaching points to others, for teacher observation purposes, or to enable pupils to review their technique in sports, music or drama lessons amongst others. Such images will only be recorded on school equipment and will be stored securely and centrally.

为了教学目的拍摄学生的照片或视频，包括向其他人展示教学重难点，用于教师观察目的，或者使学生能够在体育，音乐或戏剧课程中观察自己的表现。

#### **6 Use of Pupil Images in the Media**

##### **6 在媒体中使用学生肖像**

Where practicably possible, the school will always notify parents in advance when the media is expected to attend an event or school activity in which school pupils are participating, and will make every reasonable effort to ensure that any pupil whose parent or carer has refused permission for images of that pupil, or themselves, to be made in these circumstances are not photographed or filmed by the media, nor such images provided for media purposes.

在可操作范围内，学校将在媒体到访时间提前通知家长，并将尽力保护其父母或看护人拒绝其许可的学生的肖像权。在这些情况下拍摄的照片不是由媒体拍摄的，也不是为宣传目的而提供的。

The media often asks for the names of the relevant pupils to go alongside the images, and these will be provided where parents have been informed about the media's visit and either parent or pupil has consented as appropriate.

媒体有时会要求在照片上附上学生姓名，这些将会在家长同意的情况下给予。

#### **7 Security of Pupil Images**

## 7 学生照片的安全性

Professional photographers and the media are accompanied at all times by a member of staff when on school premises. The school 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 the school's instructions.

在校园内，专业摄影师和媒体将全程由一名工作人员陪同。学校只聘请有信誉的专业摄影师，并确保学生的所有肖像安全，以及他们按照学校的相关政策工作。

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

学校采取适当的技术和安全措施，确保学校所持学生的照片被安全地保存在学校系统中，并防止丢失或误用，并采取合理措施，确保工作人员根据不同权限查看学生照片。

All staff are given guidance in the Staff Code of Conduct on taking, storing and using images of pupils, and on the importance of ensuring that images of pupils are made and used responsibly, only for school purposes, and in accordance with school policies and the law.

为确保学生照片被妥善地使用，并且遵循学校政策和相关法律法规，所有工作人员都在“工作人员行为守则”中了解如何拍摄并使用学生照片。

## 8 Web Portal - Archival of Pupil Images

### 8 Web Portal - Archival of Pupil Images

Both still images and video footage will be held securely on the School's web portal, with all possible technological measures taken to ensure that only those with appropriate authorisation can access the material concerned. The images/video will remain on the web portal until the year group in question have left St John's, whereupon it will be removed from the web portal. Parents should ensure that they access any required images prior to their child's leaving school, as access will be unavailable after this point.

图像和录像片段将被安全地保存在学校的门户网站上，并采取所有可能的技术措施，确保只有被授权的人才能访问相关材料，在学生从圣约翰毕业后，相关影像资料将被删除。所以，请家长在被删除前进行访问和保存。

## 9 Use of Cameras and Filming Equipment (including mobile phones) by Parents

### 9 家长使用相机和拍摄设备（包括手机）的规定

Parents, guardians or close family members (hereafter, parents) are welcome to take photographs of (and where appropriate, film) their own children taking part in school events. However, the School will often arrange for professional photographs/video footage to be taken at such events in an official capacity, in order to allow parents to enjoy the moment without the distraction of taking photos. Where the School is recording images in an official capacity, the taking of images by parents is therefore discouraged. The footage taken will be uploaded to a secure internet location which is protected and only accessible by the parents of the children shown on the footage. Footage will be archived from the website once that year group have left St John's, unless we are required to do so sooner.

在校方活动中，欢迎家长、监护人以及亲属拍摄自己幼儿的照片或视频。校方会安排专业摄影师进行拍摄或录制，在此情况下希望家长尽量少拍摄，全心欣赏表演。这些影像素材将被妥善地保管在学校平台上，仅学生的家长有权限访问。在幼儿离开圣约翰时，这些素材将被删除。

Where parents do take their own images, the following guidelines should be followed:

如果家长拍摄了自己幼儿的照片，请遵循以下准则：

- 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.

当在室内举行活动时，例如戏剧或音乐会，家长在使用手机时请兼顾表演者和其他人的情绪。

- Flash photography can disturb others in the audience, or even cause distress for those with medical conditions; the school therefore asks that it is not used at indoor events.
- 由于闪光灯会影响到他人，并给生理有相关问题人群带来困扰，因此在园内禁止使用。
- 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.
- 未经学生家长事先同意，家长无权拍摄其他学生，集体照片除外。
- Parents are reminded that such images are for personal use only. Images which may, expressly or not, identify other pupils should not be made accessible to others via the internet (for example on WeChat), or published in any other way.
- 请家长知晓此类图像仅供个人使用，可以明确识别出其他学生的图像不可以通过互联网（例如在微信上）发布。
- Parents are reminded that copyright issues may prevent the school from permitting the filming or recording of some plays and concerts. The school will always print a reminder in the programme of events where issues of copyright apply.  
为保护校方知识产权，有些音乐或话剧表演将禁止拍摄。对于这些，将在表演前给予提醒。
- Parents may not film or take photographs in changing rooms or backstage during school productions, nor in any other circumstances in which photography or filming may embarrass or upset pupils.  
家长不得在学校更衣室或后台拍摄或拍照，也不得在学生难堪或不安的情况下拍摄或拍照。

The school 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 making inappropriate images.

学校保留拒绝或撤销任何不遵守这些原则的电影或照片的权利，或者合理地认为其制作不适当图像的权利。

## **10 Use of Cameras and Filming Equipment by Pupils**

### **10 学生使用相机和拍摄设备的规定**

All 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.

我们鼓励所有学生互相照顾，并向人文关怀的老师报告任何关于滥用设备或其他使用隐患。

The use of cameras or filming equipment (including on mobile phones) is not allowed in toilets, washing or changing areas, nor should photography or filming equipment be used by pupils in a manner that may offend or cause upset.

在盥洗区域或更衣区域不允许使用摄像机或拍摄设备（包括在移动电话），学生也不得以冒犯或引起对方不安的情况下使用摄影或拍摄设备。

The misuse of images, cameras or filming equipment in a way that breaches this Policy, or the school's Anti-Bullying Policy, Privacy Notice, Acceptable Use Policy, Safeguarding Policy or the Behaviour Policy is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.

以违反本政策的方式滥用图像，相机或拍摄设备，或违反学校的其他政策（反欺凌政策，隐私声明，可接受使用政策，保护政策或行为政策）使用拍摄设备的情况将根据相关的政策进行处理。