



Heath Mount School

Photography Disclaimer 2025

Heath Mount School, Hertfordshire

**Independent Co-Educational Day and Boarding
School**

January 2025

The use of photographs and videos is a key part of School life and we know how much you enjoy seeing these images, for example, in our weekly newsletter and on our social media channels. We wanted to take this opportunity to remind you of how the School uses photos and videos so that you can let us know if you have any questions, or if you would prefer that we don't use images of your child in a particular way.

We may publish photos and videos:

- For educational and welfare reasons (e.g. to help staff recognise pupils with allergies, the Boarding Manual, for teaching purposes)
- On displays around the School (e.g. in classrooms and in corridors)
- On the School's website (<http://www.heathmount.org/>)
- In promotional materials, including our School video, our Speech Day Book and the Nursery Booklet
- On social media, including Instagram, Facebook and LinkedIn
- For marketing purposes in school guides such as Tatler Schools Guide, The Good Schools Guide and Muddy Stilettos
- In our weekly newsletter to parents
- In the School magazine

We may continue to use these photos and videos after your child has left the School. If the use of an image is unexpected or more privacy intrusive (e.g. a photo on a billboard or in a national advertising campaign) we will seek your consent before we use it.

Please contact Miss Owen, Bursar on owenso@heathmount.org or reply to this message directly if you have any questions, or if you would prefer that we don't use photos and videos of your child in a particular way.

You may request that we stop using images of your child at any time. For printed materials, the images will be replaced at the next publication of the material, although any current versions of said material will remain in circulation. For the School website, the images will be replaced within seven days. For external publications, you must make a request to stop using images directly from the publication or media company.

You may request that we withdraw images or videos from our social media platforms at any time. We will take them down within three days, unless we find that the request is unreasonable or that handling it would be too difficult or costly compared to the request itself. Please note that images can be scraped from public social media accounts by third parties. Once this occurs, images are no longer within the control of the School and it may not be possible to remove them from circulation.

Person Responsible for review	Bursar
Effective from	January 2025
Review date	September 2025