



**Edith Cavell Primary School**

# **Policy on Photographic and Video Images**

**Signed:** *G Bishop* Chair of Governors

**Signed:** *H Cooke* Head teacher

**Date:** June 2025

**Review date:** June 2028

# **Policy on Photographic and Video Images**

## **1 Introduction**

1.1 There are many occasions on which it is a good thing to make use of photographs and video images that include children. This is perfectly proper and to be encouraged. However, our school will do all it can to ensure that images are used properly, and that, as in all matters, risks are minimised, and our children kept safe and secure, whether at school or elsewhere. The aim of this policy is to establish the right balance between the proper use of technology and the safety of our children at all times.

1.2 Under the terms of the General Data Protection Regulations (GDPR) , all photographs and video images of children and staff alike are classified as personal data. This means that no image can be used for display or for school publicity etc., unless consent is given by or on behalf of the individual concerned.

1.3 Images may be used for a range of purposes including: teaching and learning, promotional materials, social media posts and administration and management.

## **2 Parental permission**

2.1 All parents and carers will be asked to sign a consent form allowing their child to be photographed or videoed (professionally or by staff) while taking part in school activities, and for the image to be used by the school. This permission will be sought from the parents or guardians of all children joining the school and in each successive year. This 'rolling' consent will allow the school to take pictures of pupils engaged in learning activities, educational activities such as sports events, drama productions, field trips, etc., and to use these pictures internally. Where parents or carers do not give their consent, then the children concerned will not have pictures taken of them.

2.2 Permission is collected in a similar 'rolling' way and for school purposes from staff.

2.3 All pictures taken will be appropriate, and will show children properly clothed for the activity they are engaged in. The school will do all it can to ensure that due sensitivity is shown in the choice and composition of these images.

2.4 Specific parental permission will be sought if a third party/external provider/Local Authority partner wishes to use images taken as part of a school activity to use for their own promotional materials. Please see section 7 below.

## **3 School performances**

3.1 We will allow professional and parental video and photographic recordings of all school performances, as long as the parents or guardians of the children involved have given their consent.

3.2 The school will observe the way in which video recordings are made, and photographs taken, during performances, and will withdraw the right of anyone to bring a camera of any sort if they are felt to be making inappropriate images. For example, photography is forbidden in changing rooms or backstage during school productions.

#### **4 The Internet**

4.1 Only appropriate images will be used on the school internet site, and children will not be identified by their name or address on the school website.

#### **5 Mobile phones**

5.1 We do not allow children to bring mobile phones into school. This policy applies to the use of mobile phones as cameras in all circumstances. We have a detailed policy on phones and other electronic devices

#### **6 Use of digital cameras**

6.1 There are many ways in which the use of digital images is valuable for children's learning. For example, they may be used in art work or geography or science fieldwork.

6.2 Images will be made only as appropriate for school-related activities.

6.3 Children will be taught how to take pictures, but we will discourage them from taking pictures of each other, and they will be supervised by an adult when they have access to a digital camera/ipad.

6.4 As soon as images have been used for their intended purpose (e.g. illustrating a good football pass), they will be deleted. The school will not store digital images any longer than for their immediate use.

#### **7 Media publications**

7.1 The DFE advise the following -

- If the student is named, avoid using the photograph.
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- Where possible general shots of classrooms or group activities rather than close-up pictures of individual children should be used. The camera angles should be considered. Photographs taken over the shoulder, or from behind are less identifiable.
- Children should be in suitable dress and images of PE should maintain modesty, for example wearing team tracksuits if appropriate.
- Children from different ethnic backgrounds should be included in your communications wherever possible as well as positive images of children with disabilities to promote the school as an inclusive community and to comply with the Disability Discrimination Act.

- An article could be illustrated by the children's work as an alternative to using an image of the child.
- Normal safety checks should be followed to establish the validity of photographic companies/individuals that the school uses, and levels of supervision should be adequate.

7.2 Parents attending school productions/assemblies/functions will be asked to help safeguard all the children in the school and only take photographs of their own children, as far as possible, and not upload images taken at school to the internet or social media sites. Parents will also be asked to monitor social media sites for images taken within school and report this to the school.

7.3 If a child is photographed by a newspaper or other external provider, the photo becomes the property of the newspaper or other external provider and the newspaper has the final say as to how it is used. (NB images can be placed by editors on the newspaper's website.) Generally, newspaper photos of groups of children do not have the full names of the children attached. The school will stress that only forenames should be used but we are not able to guarantee that the newspaper will comply. Parents need to be aware when they give consent that this is the position. It is important that they are also reminded of the benefits of publicity celebrating achievement to build esteem in the child and pride in their school.

## **8 Ownership of Images and Footage**

8.1 Any images collected by employed staff during school time and events are 'owned' by the school and it remains the school's responsibility to store or delete the images securely once they have been used and never to pass on images to a third party unless parental permission is obtained. No rights to images can be claimed by outside agencies or the representatives of individuals. The school reserves the right to not allow images of the school and its community to be used for any purpose beyond education of the pupils, regardless of parental consent, if there are overriding reasons. External groups must apply in writing to the Governing Body for use of images belonging to the school. Parents/carers may purchase copies of images stored by the school, provided their own child is in the image.

8.2 Employees of the school may **temporarily** store school related images on their school laptops/ipads only as part of their work for the school, provided that the images are not altered or transferred in any way that may make any individual become vulnerable. Employees must delete school related images from their devices once the task is completed.

## **9 Monitoring**

9.1 This policy will be monitored by the governing body and revised as appropriate, and not less than three years from the date of its adoption. Any incidents of concern relating to this policy will be referred to the Chair of Governors by the head teacher.

This policy should be read in conjunction with:

Safeguarding policy

E- safety policy

AUP Policy  
Equality policy  
Behaviour policy  
Staff Code of Conduct

## **Appendix 1**

### **VISUAL DATA PERMISSION FORM for STUDENTS**

Photographs and video images of pupils and staff are classed as data under the General Data Protection Regulations (GDPR). As part of our work, the school regularly uses photography for educational management, recording and publicity purposes. We would like your permission to photograph/film your child and store images for possible inclusion in our displays, publications, website and other publicity material. The image(s) will remain the property of Edith Cavell Primary School, stored and deleted securely and will be used for the designated purpose of promoting and recording learning. Images that are used within the public domain will not have names associated with the image.

Child's Name: .....

Child's Date of Birth (when under 16 years) .....

Name of parent/guardian (when under 16 years):.....

I permit employees of Edith Cavell Primary School to use images of my child as outlined above.

Signed: ..... Date: .....

Please return the whole document for our file. The school policy on the use of images is available from the school or the school website. For children being looked after by a local authority, this form must be signed by the legal guardian and not the carer, unless this responsibility has been delegated to the carer and can be seen in writing. Parents/Carers and staff must also be aware that the school does not ban cameras from the school site during school events, such as concerts and sports days, and so cannot be responsible for images collected privately.

## **Appendix 2**

### **VISUAL DATA PERMISSION FORM for Staff**

Photographs and video images of pupils and staff are classed as data under the General Data Protection Regulations (GDPR). As part of our work, the school regularly uses photography for educational management, recording and publicity purposes. We would like your permission to photograph/film your child and store images for possible inclusion in our displays, publications, website and other publicity material. The image(s) will remain the property of Edith Cavell Primary School, stored and deleted securely and will be used for the designated purpose of promoting and recording learning. Images that are used within the public domain will not have names associated with the image.

Adult's Name: .....

I permit employees of Edith Cavell Primary School to use images of me as outlined above.

Signed: ..... Date: .....

Please return the whole document for our file. The school policy on the use of images is available from the school or the school website. For children being looked after by a local authority, this form must be signed by the legal guardian and not the carer, unless this responsibility has been delegated to the carer and can be seen in writing. Parents/Carers and staff must also be aware that the school does not ban cameras from the school site during school events, such as concerts and sports days, and so cannot be responsible for images collected privately.