



School Safe use of Photographs, Images and Film Policy

Date of last review:	September 2026	Date of next review:	September 2027
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Type of policy:	School Image Use Policy	Approval:	Governance Committee
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Introduction

St John's Catholic Primary School, in common with all others, needs and welcomes positive publicity. Children's photographs add colour, life and interest to materials and articles promoting school activities and initiatives. This can increase pupil motivation, staff morale and help parents and the local community identify and celebrate the school's achievements. However, in order to respect young people's and parents' rights of privacy and because of potential child protection issues, photographs must be used in a responsible way. St John's Catholic Primary School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share in this commitment.

'I have come that you may have life and have it to the full'

(John 10:10)

Data Protection Act

This policy sets out the school's principles and strategies for the safe use of images within the school's settings. All images taken by the school/setting will be used in a manner respectful of the eight Data Protection Principles and GDPR.

This means that images will be:

- Fairly and lawfully processed
- Processed for limited, specifically stated purposes only
- Used in a way that is adequate, relevant and not excessive
- Accurate and up to date
- Kept on file for no longer than is necessary
- Processed in line with an individual's legal rights
- Kept securely in password protected devices
- Adequately protected if transferred to other countries

The Data Controller/GDPR/DCPC and/or Management team is responsible for ensuring the acceptable, safe use and storage of all camera technology and images within the setting/school. This includes the management, implementation, monitoring and review of the School/Settings Image Use Policy.

Consent will be required where there is additional processing of personal data. Images of pupils, or staff, must not be displayed in a public place without consent. This includes publications such as the school prospectus, website or areas in the school where visitors have access.

On admission of a pupil to the school, parents/carers will be asked to sign a photography consent form. A parent/carer who wishes to change or withdraw their consent may do so at any time and inform the school in writing by letter or email to the school office (office@stjohns-gravesend.kcsp.org.uk)

The use of Cameras and Images within Educational Settings:

- Written parental consent will be sought to take and use photographs offsite for professional, marketing and training purposes. This may be in addition to parental permission sought for onsite images.
- Written permission from parents or carers will be obtained before images/videos of children are electronically published (School website, Facebook or Twitter) by the setting.
- Written consent from parents will be kept by the school where children's images are used for publicity purposes (such as brochures or publications), until the image is no longer in use.
- Parental permission will be sought on admission to the school.
- A record of all consent details will be kept securely on file. Should permission be withdrawn by parents/carers at any time, then all relevant images will be removed and disposed of and the record will be updated accordingly.
- Images will not be kept for longer than is to be considered necessary. A designated member of staff (GDPR or DCPC) will ensure that all photographs are permanently wiped from memory cards, computer hard and portable drives or other relevant devices once the images will no longer be of use.
- All images will remain on site at all times, unless prior explicit consent has been given by both GDPR/ DCPC and the parent or carer of any child or young person captured in any photograph. Should permission be given to take images off site, all relevant details are to be recorded, for example who, what, when and why and data will be kept securely (e.g., with appropriate encryption).
- The GDPR and/or DCPC reserve the right to view any images taken and/or to withdraw or modify a member of staffs' authorisation to take or make images at any time.
- Images or videos that include children will be selected carefully when used online and will not provide material that could be reused.
- Children's full names will not be used on the website in association with photographs.
- The school/setting will not include any personal addresses, emails, telephone numbers, fax numbers on video, on the website, in a prospectus or in other printed publications. The school/setting will only use images of children who are suitably dressed – photos of children engaged in PE or swimming present a greater risk of potential misuse. In these cases, the content of the photograph should focus on the activity, not a particular child; should avoid full face and body shots. For example, shots of children in a pool or shoulder up would be appropriate.

- Children's work will only be published with their permission or their parent's consent.
- Staff will receive information regarding the safe and appropriate use of images as part of their safeguarding training and responsibilities.
- All members of staff (including volunteers) will ensure that all images are available for scrutiny and will be able to justify any images in their possession.
- Only school owned equipment (e.g. work provided digital or video cameras) will be used by staff to capture images of children for school purposes. Use of personal cameras by staff is prohibited at all times.
- Any apps, websites, social media (see E-Safety/Social Media Policy) or third-party companies used to share, host or access children's images will be risk assessed prior to use. The school/setting will ensure that images are held in accordance with the Data Protection Act/GDPR and suitable child protection requirements (if necessary) are in place.
- Careful consideration is given before involving very young or vulnerable children when taking photos or recordings, who may be unable to question why or how activities are taking place.
- The school/setting will discuss the use of images with children and young people in an age-appropriate way.
- Images will not be taken of any child or young person against their wishes. A child or young person's right not to be photographed is to be respected.
- Photography is not permitted in sensitive areas such as changing room, toilets, swimming areas etc.
- Where we have been informed that a child is subject to a court order then we will never use their image without express permission.

Use of Photos, Videos and Camera Phone footage by Parents/Carers

- Parents/carers are permitted to take photographs, camera phone footage or DVD footage of events for private and personal use only. These must not be shared on social media or with the wider community.
- Parents/Carers are only permitted to take or make recording within designated areas of the school of which they will be informed of.
- Photography is not permitted in sensitive areas such as changing room, toilets, swimming areas etc.
- The opportunity for parents/carers to take photographs and make videos can be reserved by the school/setting on health and safety grounds.
- Parents and carers who are using photographic equipment must be mindful of others when making and taking images.
- The right to withdraw consent will be maintained and any photography or filming on site will be open to scrutiny at any time.
- Parents may contact the school/setting GDPR/DCPC to discuss any concerns regarding the use of images.

- During School Trips, on which parents have volunteered to help, parents/carers will not be permitted to take photographs or videos during the duration of the trip.

Use of Photos/Videos by Children

- The setting will discuss and agree age-appropriate acceptable use rules with children regarding the appropriate use of cameras, such as places children cannot take the camera (e.g., unsupervised areas, toilets etc).
- The use of non-setting provided devices, e.g., mobile phones, children's own digital cameras, is covered in the school/settings mobile phone and/or E-Safety policy. All staff will be made aware of the acceptable use rules regarding children's use of cameras and will ensure that children are appropriately supervised when taking images for school or curriculum use.
- Members of staff will role model positive behaviour to the children by encouraging them to ask permission before they take any photos.
- Photos taken by children for school use will only be taken with parental consent and will be processed in accordance with the Data Protection Act 1998.
- Parents/carers will be made aware that children will be taking photos/videos of other children and will be informed how these images will be managed by the school e.g., will be for internal use by the school only (not shared online or via any website or social media tool).
- Photos taken by children for school use will be carefully controlled by the setting and will be checked carefully before sharing online or via digital screens.
- Still and video cameras provided for use by children and the images themselves will not be removed from the setting.

Use of Images of Children by the Media

- Where a press photographer is to be invited to celebrate an event, every effort will be made to ensure that the newspaper's (or other relevant media) requirements can be met. A written agreement will be sought between parents and carers and the press which will request that a pre-agreed and accepted amount of personal information (e.g., first names only) can be published along with images and videos.
- The identity of any press representative will be verified and access will only be permitted where the event is planned, and where press is to be specifically invited to attend. No authorisation will be given to unscheduled visits by the press under any circumstances.
- Every effort will be made to ensure the press abide by any specific guidelines should they be requested. No responsibility or liability however can be claimed for situations beyond reasonable control, and where the setting is to be considered to have acted in good faith.

Use of Professional Photographers

- Professional photographers who are engaged to record any events will be prepared to work according to the terms of the settings Online (E-safety) policy.
- Photographers will sign an agreement which ensures compliance with the GDPR and the Data Protection Act and that images will only be used for a specific purpose, subject to parental consent.
- Photographers will not have unsupervised access to children and young people or one-to-one photo sessions at events.
- They will wear identification at all times.
- They will not solicit photo sessions outside the event or at a pupil's home.

Use of Videoconferencing

- Parental consent will be obtained before videoconferencing will be used within the setting environment for curriculum or educational purposes.
- All areas which are covered by videoconferencing for security or safeguarding purposes will be well signposted, and notifications are displayed so that individuals are advised before entering such vicinity.
- Recordings will be retained for a limited time period only and for no longer than their intended purpose. This will generally be a maximum of 30 days. All recordings are to be erased before disposal.

Complaints Procedures

Parents should follow the school's normal parental complain procedures in most cases. In the case of concerns regarding the use of photographs by the press, they should contact the Press Complaints Commission or the Office of Communications (OFCOM) in the case of TV companies.