



Use of Photographic and Video Images of Children Policy

June 2025

Approved by the Governing Body Strategy Group 19/06/25

**This Policy is due for renewal in Term 6
2027–28**

USE OF PHOTOGRAPHIC AND VIDEO IMAGES OF CHILDREN POLICY

OF

GODINTON PRIMARY SCHOOL

NB. The word parent throughout this policy refers to parents and carers.

School/Setting Designated Safeguarding Lead (DSL): Jill Talbot (Headteacher)

Governor with lead responsibility for Safeguarding: Rachael Dray

SECTION ONE – OFFICIAL USE OF PHOTOGRAPHIC AND VIDEO IMAGES OF CHILDREN

1.1 SCOPE AND AIMS OF THE POLICY

This policy seeks to ensure that images and videos taken within and by Godinton Primary School are taken and held legally and the required thought is given to safeguarding all members of the community.

This policy applies to all staff, the Governing Body, external contractors, visitors, volunteers and other individuals who work for or provide services on behalf of the school (collectively referred to as ‘staff’ in this policy) as well as children and parents/carers.

This policy must be read in conjunction with other relevant school policies including, but not limited to; Safeguarding and Child Protection, Anti-Bullying, Behaviour and Discipline, GDPR, Online Safety, Acceptable Use Policies, Confidentiality, relevant curriculum policies including Computing, Personal Social and Health Education (PSHE) and Relationships and Sex and Relationships Education (RSE).

This policy applies to all images, including still and video content taken by Godinton Primary School.

All images taken by Godinton Primary School will be used in a manner respectful of the Data Protection Principles. This means that images will be processed:

- fairly,
- lawfully and in a transparent manner
- for specified, explicit and legitimate purposes
- in a way that is adequate, relevant limited to what is necessary
- to ensure it is accurate and up to date
- for no longer than is necessary
- in a manner that ensures appropriate security

The Data Protection Officer (DPO) within the school (Lisa Crowfoot) supported by the DSL and Senior Management Team are responsible for ensuring the acceptable, safe use and storage of all camera technology and images within the setting. This includes the management, implementation, monitoring and review of the Use of Photographic and Video Images Policy.

Generally, photographs for school and family use, and those that appear in the press are a source of pleasure and pride. We believe they can enhance self-esteem for children and young people as well as their families and so are to be welcomed.

We may take photographs for a number of reasons whilst a child is at Godinton Primary School, including:

- Documenting and recording educational activities
- Recording their learning and development progress
- Recording and celebrating special events and achievements

This is known as our core educational function.

Taking photographs for purposes that fall outside the scope of ‘core educational function’ also require parental consent as outlined in section B below.

We will also encourage children to be active learners and to become involved in using cameras themselves by taking photos of their surroundings, activities and each other. They will learn how to do this safely.

We do however recognise that with the increased use of technologies, particularly digitally and online, the potential for misuse has become greater and we understand that this can give rise to concern. We will therefore endeavour to put effective safeguards in place to protect children and young people by minimising risk.

We are mindful of the fact that some families may have reasons why protecting a child’s identity is a matter of particular anxiety. If you have special circumstances either now or at any time in the future which would affect your position regarding consent, please let us know immediately in writing. This policy outlines the ways in which the school will manage the taking of photographs of children and how these images will be used.

1.2 PARENTAL CONSENT

To comply with the General Data Protection Regulations (GDPR) and the Data Protection Act, consent from parents or carers will always be obtained before images and/or videos of children are taken, used or published by the school.

Consent for all photographic image use from 2025 onwards is recorded by parents on the school’s Management Information System, Arbor. Parents are able to change consent at any time by contacting the school or making an amendment for approval on Arbor.

The school will take photographs and video images of pupils as part of its core educational function. This includes images taken for the purposes of:

- Assessment evidence and records, especially in the Foundation Stage
- For classroom / school wall displays / digital photo displays e.g. photos on the monitor in the school entrance foyer
- Celebration displays
- Official school photographs
- As a record of pupil's work in their school books or class portfolios
- As a visual record of school events, e.g. sports day, school plays etc.

Details of the consent required is outlined in Appendix A. This includes the taking of photos and videos that may be uploaded to the school website.

Occasionally our school will be involved in IT projects with other schools or educational organisations. As part of these projects, photographs and videos might be taken and uploaded to educational websites. Parental permission will again be sought for this. These are the only types of websites which staff, with permission are able to upload images taken of our children onto.

Consent will always be sought to take and use photographs offsite for professional, marketing and training purposes. This is in addition to parental permission sought for onsite images. Occasionally there will be times when photographs of children are uploaded to third party websites for printing purposes (e.g. school prospectus). In these rare instances, parents should be aware that the terms and conditions of the third party might mean that the school no longer owns the photograph and it could be used externally by the company for promotional purposes without the school's knowledge or consent.

Consent from parents will be kept by the setting 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 or when the requirements for permission change

A record of all consent details will be kept securely on file or from 2025 onwards, on Arbor. Parents may amend their consent at any time and can do so from 2025 onwards via Arbor. Should permission be changed by parents/carers, then all relevant images will be removed and disposed of and the record will be updated accordingly.

Where a child is old enough to express their own view, parents may want to consult with them about categories of consent.

1.3 SAFETY OF PHOTOGRAPHIC AND VIDEO IMAGES

All images taken and processed by or on behalf of the school will take place using school provided equipment and devices.

Staff will receive information regarding the safe and appropriate use of images as part of their data protection and safeguarding training.

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.

Images will not be kept for longer than is to be considered necessary. A designated member of staff (DSL) 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.

The DPO and/or DSL reserve the right to view any images taken and can withdraw or modify a member of staffs' authorisation to take or make images at any time.

Only official setting owned equipment and cameras will be used by staff to capture images of children for official purposes. Use of personal equipment and cameras by staff is prohibited.

Any apps, websites or third-party companies used to share, host or access children's images will be risk assessed prior to use.

The school will ensure that images always are held in accordance with the General Data Protection Regulations (GDPR) and Data Protection Act, and suitable child protection requirements, if necessary, are in place.

Photographs will be disposed of should they no longer be required. They will be deleted and wiped or shredded as appropriate. Copies will not to be taken of any images without relevant authority and consent from the DPO and/or DSL and the parent/carer.

1.4 PUBLICATION AND SHARING OF IMAGES AND VIDEOS

Images or videos that include children will be selected carefully for use, for example only using images of children who are suitably dressed.

Children's' full names will not be used on the website or other publication, for example newsletters, social media channels, in association with photographs or videos.

The school will not include any personal addresses, emails, telephone numbers, on video, on the website, in a prospectus or in other printed publications.

1.5 USAGE OF APPS/SYSTEMS TO SHARE IMAGES WITH PARENTS

Any apps, websites or third-party companies used to share, host or access children's images will be risk assessed prior to use e.g Tapestry

Images uploaded to Tapestry or any other school approved apps will only be taken on school/setting devices.

All users of any school approved apps are advised on safety measures to protect all members of the community e.g. using strong passwords, logging out of systems after use etc.

Parents/carers will be informed of the expectations regarding safe and appropriate use (e.g. not sharing passwords or copying and sharing images) prior to being given access. Failure to comply with this may result in access being removed.

1.6 SAFE PRACTICE WHEN TAKING PHOTOGRAPHIC AND VIDEO IMAGES

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. Godinton Primary School will discuss the use of images with children and young people in an age appropriate way.

A child or young person's right not to be photographed is to be respected. Images will not be taken of any child or young person against their wishes.

Photography is not permitted in sensitive areas such as changing areas, toilets, swimming areas etc.

Where possible the school will use general shots of classrooms or group activities rather than close up pictures of individual children. Consideration is given to camera angle.

We will not use the personal information or full names (first and surname) of any child in a photographic image or video on our website, online, in our prospectus or in any of our other printed publications. If we use photographs of individual children, we will not use the full name of that child in the accompanying text or photo caption. If we name a child in any text, we will not use a photograph of that child to accompany any article. We follow the DFE guidance that 'If the pupil is named, avoid using their photograph. If the photograph is used, avoid naming the pupil'.

Where names are required, the minimum information should be given i.e. just a first name. This would include in classroom and school displays. However medical alert posters may use full names.

1.7 USE OF CLOSED-CIRCUIT TELEVISION (CCTV)

All areas which are covered by CCTV 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 only and for no longer than their intended purpose; this will be a for a maximum of 30 days. All recordings are to be erased before disposal.

Regular auditing of any stored images will be undertaken by the DSL or other member of staff as designated by the management team.

If cameras record activities taking place on the premises which are of a criminal nature or give any cause for concern, then information will be referred to the appropriate agency.

CCTV cameras will be appropriately placed within the setting.

1.8 USE OF WEBCAMS

Parental consent will be obtained before webcams will be used within the school environment for educational purposes.

All areas which are covered by webcams 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 only and for no longer than their intended purpose; this will be a for a maximum of 30 days (amend if different). All recordings are to be erased before disposal.

1.9 SCHOOL SOCIAL MEDIA

The school has one official social media account – this is Instagram.

Parental consent is obtained for a child's image to be used on this account which is a public business account, via Arbor. Members of the public are not allowed to add comments to the site.

A child's name or any other personal information will not accompany an image.

1.10 ARTIFICIAL INTELLIGENCE (A.I)

The school does not use AI to manipulate any images of children taken on school equipment.

SECTION TWO – USE OF PHOTOS AND VIDEOS OF CHILDREN BY OTHERS

2.1 USE OF PHOTOS AND VIDEOS BY PARENTS AND CARERS

Parents/carers are permitted to take photographs or video footage of events for private use only. This means that any photos taken which may include other peoples' children should not be posted onto social media without consent.

Parents/carers who are using photographic equipment must be mindful of others, including health and safety concerns, when making and taking images.

The opportunity for parents/carers to take photographs and make videos can be removed by the school/setting on health and safety grounds.

Parents/carers are only permitted to take or make recording within designated areas of the school/setting. Photography is not permitted in sensitive areas such as toilets or when children are changing for PE.

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 DSL to discuss any concerns regarding the use of images.

Photos and videos taken by the school and shared with parents should not be shared elsewhere, for example posted onto other social networking sites. To do so may breach intellectual property rights, data protection legislation and importantly may place members of the community at risk of harm.

2.2 USE OF PHOTOGRAPHIC AND VIDEO IMAGES BY CHILDREN

The use of personal devices e.g. mobile phones, tablets, children's own digital cameras, is covered within the school/settings mobile phone and/or online safety policy. There will be occasions when children will be able to use cameras e.g. on some school trips. Mobile phones are not permitted to be used in school.

The school 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, for example unsupervised areas, toilets etc.

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 official 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 official use will only be taken with parental consent and will be processed in accordance with GDPR and the Data Protection Act.

Parents will be made aware that children will be taking photos/videos of other children and will be informed how these images will be managed. For example, they will be for internal use by the setting only and will not be shared online or via any website or social media tool.

Photos taken by children for official use will be carefully controlled by the school/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.

2.3 USE OF PHOTOGRAPHIC AND VIDEO IMAGES 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.

Parents will be asked to give their consent for images to be taken by the press and that only first names will be published. On occasions additional permission may be sought if it is deemed to be beneficial.

The identity of any press representative will be verified and access will only be permitted where the event is planned, and where press are 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.

2.4 USE OF EXTERNAL PHOTOGRAPHERS (THIRD PARTY) (THIS MAY INCLUDE VOLUNTEERS, STUDENTS ON TEACHING PRACTICE AS WELL AS OFFICIAL SCHOOL PHOTOGRAPHERS)

2.4.1 Official School Photographers (class / group and individual school photos)

External photographers who are engaged to record any events will be prepared to work according to the terms of the settings online safety policy.

Photographers will sign an agreement which ensures compliance with GDPR and the Data Protection Act.

Images taken by external photographers will only be used for a specific purpose, subject to parental consent.

Photographers will not have unsupervised access to children and young people. Suitable safeguarding checks will take place.

Copyright does not apply to images for private family use. However, copyright does exist in commercial photographs and it rests with the photographer. Copyright is a right that the photographer automatically enjoys as the creator of the work to prevent other people exploiting his or her work and to control how other people use it.

If the school commissions photographs to be taken by a third party for use by the school, it will be included in the contract that the school will own copyright for items taken on the school's behalf.

2.4.2 Photographs and Images taken by other third parties

Third Parties will be under the same obligations as our school to obtain parental consent to the use and distribution of photographs. This is covered by the school's consent form.

SECTION THREE – STAFF CONSENT

The school will seek the consent of staff and governors before taking photographs or videos of them. A consent form is completed. See Appendix B.

SECTION FOUR – EQUAL OPORTUNITIES

At Godinton Primary School, we are committed to ensuring equality of opportunity for all members of our school community irrespective of race, religion or belief, gender, gender reassignment, disability, sexual orientation, age, pregnancy or maternity, marriage and civil partnership or socio-economic background. We are determined to develop a culture of inclusion and diversity in which all those connected to the school feel proud of their identity and ability to participate fully in school life.

We tackle discrimination through the positive promotion of equality by challenging stereotypes and by creating an environment that champions respect for all. At Godinton Primary School, we believe that diversity is a strength that should be respected and celebrated by all those who learn, teach and visit us.

All school policies have an explicit aim of promoting equality and will be reviewed in terms of their contribution and effectiveness in achieving this aim.

SECTION FIVE – CHILDREN IN CARE

As for all our pupils, Godinton Primary School is committed to helping every Child in Care (CIC) to achieve the highest standards they can. To this end staff will ensure that in delivering the curriculum they set suitable learning challenges of CIC, respond to the diverse learning needs of CIC, and help to overcome the potential barriers to learning and assessment for CIC. The Assistant Head for Inclusion will support staff in doing this. The safety of Children in Care may be compromised if this policy is not adhered to.

SECTION SIX – MONITORING AND REVIEW

This policy is monitored by the Headteacher and is reviewed by the school community every 2 years or sooner if regulations change.



APPENDIX A

HOW WE USE PHOTOGRAPHIC AND VIDEO IMAGES OF CHILDREN

The table below outlines the consents required for Godinton Primary School to take and use images of children. All consents from 2025 onwards are obtained through Arbor.

Type of Photographic / Video Activity	Consent Required
<p>Essential core function:</p> <p><i>This consent enables us to take images of your child for internal use only to fulfil core educational function. We would encourage all parents to give permission for these purposes.</i></p> <p>I consent to my child’s photographic and video image being used in school. This is for core educational purposes only and images will remain internal.</p> <p>Examples of how photos are used includes: wall displays, photos stuck in a child’s book, celebration displays, name labels, assessments, photos taken on a class trip displayed in school.</p> <p>Examples of how videos are used includes: recording of a class assembly, videos taken for assessment purposes, videos of Reception children used on Tapestry.</p> <p>Any images taken will only be done so on school equipment and will be stored securely.</p>	<p>Yes</p> <p>Consent obtained on Arbor from 2025 onwards</p>
<p>Photo shared with another child:</p> <p>I consent to my child’s image being shared with another child and sent home. For example a photo of my child working as a group and stuck into another child’s book, a class photograph taken by the teacher that may be sent home to all children.</p>	<p>Yes</p> <p>Consent obtained on Arbor from 2025 onwards</p>
<p>Images on Godinton Primary School website</p> <p>I consent to my child’s image (photo or video) being used on the Godinton Primary School website. This includes, their image being used in newsletters or other documents which are uploaded to the school website and circulated to parents and guardians via Arbor communications. / email.</p>	<p>Yes</p> <p>Consent obtained on Arbor from 2025 onwards</p>

<p>I understand that the school will not use the personal information or full names (first and surname) of any child in a photographic image or video on the school website, online, in a prospectus or in any of our other printed publications. If the school uses photographs of individual children, they will not use the full name of that child in the accompanying text or photo caption. If the school names a child in any text, they will not use a photograph of that child to accompany any article.</p>	
<p>School Official Social Media:</p> <p>I consent to my child’s image (photo or video) being used on the school’s official social media site (Instagram).</p> <p>This is a public business account. Images are viewable by the public. Comments cannot be made.</p> <p>Any images taken will only be done so on school equipment and will be stored securely.</p>	<p>Yes</p> <p>Consent obtained on Arbor from 2025 onwards</p>
<p>Media Use (Newspapers and Television):</p> <p>I consent to my child’s image being used in the media (e.g. newspaper, media website or television) in connection with an event or activity in which the school is involved.</p> <p>The press are exempt from GDPR and Data protection Act and may want to include the names and personal details of children and adults in the media.</p>	<p>Yes</p> <p>Consent obtained on Arbor from 2025 onwards</p>
<p>School Photographer:</p> <p>I consent to my child’s photograph being taken by the official school photographer both individually and as part of a class. These photos are available for parents to purchase.</p> <p>Parents will be advised as to when these photographs are being taken.</p>	<p>Yes</p> <p>Consent obtained on Arbor from 2025 onwards</p>
<p>Webcam Activities:</p>	<p>Yes</p> <p>Consent obtained on Arbor from 2025 onwards</p>

<p>I consent for my child to be involved in webcam activities which are strictly controlled by the school for educational purposes only.</p> <p>Parents will be notified in advance of any webcam activities taking place in school and the reason for this. Parents will have the right to change consent for a particular activity by notifying the school.</p>	
<p>Third Party Photos and Videos:</p> <p>I consent to my child's image (photographic or video) being taken by a third party approved by the school or shared with another educational establishment (e.g. trainee teacher completing a portfolio of evidence or an image shared with another school as part of a local project).</p> <p>Parents will be notified in advance if any professional third parties will be filming or photographing in school.</p>	<p>Yes</p> <p>Consent obtained on Arbor from 2025 onwards</p>
<p>Third Party Educational Websites:</p> <p>I consent to my child's image being used on approved educational websites as a result of activities that the school may be involved in e.g. local sports competition or collaboration project.</p>	<p>Yes</p> <p>Consent obtained on Arbor from 2025 onwards</p>
<p>Parents filming or taking photographs at school events</p>	<p>No</p> <p>Parents are made aware that images taken can be for personal use only.</p>

Parents and staff should consult with the DSL or DPO if they are unsure about any occasion in which a photographic or video image of a child may be taken.



APPENDIX B

Using Photographic and Video Images of Staff – Staff Consent Form

Godinton Primary School would like to use your photograph for staff recognition purposes. These images may be used internally or on the school website. To comply with General Data Protection Regulations (GDPR) and the Data Protection Act, we need your permission to use photographs of you. Please answer the question below, then sign and date the form where shown. We will not use the images taken, or any other information you provide, for any other purpose.

Please return the completed form to Claire Williams, School Business Manager.

For the purposes of this form the word staff applies to all teaching and support staff and governors.

	Please circle as appropriate
May we use your image internally for educational purposes which support the children at our school? E.g. name badges, safeguarding ID displays / posters, photos of school events, transition documents including those for pupils with SEND.	YES / NO
May we use your image on the school website?	YES / NO
Do you consent for your image to be taken by a third party for educational purposes? E.g. official school photo, use on other educational website, use of webcam activity.	YES / NO

Please confirm that you have read and understand the conditions for use (on the reverse of this form), and the notes relating to the principles of the Data Protection Act.

- I have read and understood the conditions of use.
- I confirm that I understand publication of my picture will mean that my picture will be viewable by those with access, alongside my job title and appropriate work contact details (e.g. school telephone number) and I consent to such processing of my personal data.
- I understand that if my picture and details are placed on the website and/or social media channels potentially this will be accessible by anyone in the world with internet access.

Name: _____

Signed: _____

Date: _____

Conditions of Use (Staff Consent Form)

1. This form is valid for the duration of your employment at Godinton Primary School. Your consent will automatically not apply to any other usage of the photos.
2. Images must only be used in circumstances where consent has been given. Signed consent must be given for images to appear on the website (which is viewable by potentially anyone), or they cannot be published in this way.
3. Under the GDPR and the Data Protection Act your rights include:
 - a) Your consent (to the publication of your photo) can be withdrawn at any time (principle 1 of the Act)
 - b) Your photo will not be used for any other purpose without your further consent (principle 2 of the Act)
 - c) Your personal data will be accurately maintained and kept up to date (principle 4 of the Act)
 - d) Publication of your photo will cease and all electronic copies will be deleted when you leave the setting (principle 5 of the Act)