

TENBURY C.E. PRIMARY ACADEMY



SAFE USE OF IMAGES POLICY

'Therefore encourage one another and build each other up.

1 Thessalonians 5:11

Introduction

There are many occasions when staff and parents will want to take photographs of children. Such occasions include everything from observation, evidence, assessment and curricular purposes in the classroom to award ceremonies, performances, trips and sporting events as part of the extended activities programme. The intention of this policy is to set out clear guidelines which will balance the use of photography as a source of pleasure and pride with the need to safeguard children and protect the rights of the individual.

The images policy sets out to ensure that:

- Photographs are only used for the purpose intended
- School's use of photographs is facilitated
- Personal family photography is allowed where possible
- Individual rights are respected and child protection issues considered
- Parents/carers and children are given the right to opt out.

Safeguarding Children

The welfare and protection of our children is paramount and consideration should always be given to whether the use of photography will place our children at risk. Images may be used to harm children, for example as a preliminary to 'grooming' or by displaying them inappropriately on the internet, particularly social networking sites.

For this reason consent is always sought when photographing children and additional consideration given to photographing vulnerable children, particularly Looked After Children or those in domestic abuse situations. Tenbury Primary Academy will always seek permission from those with parental responsibility (this may include the Local Authority in the case of Looked After Children).

Data Protection

The Information Commissioner's Office (ICO) maintains a public register which includes the name and address of 'data controllers' and details about the types of personal information they process. 'Notification' is the process by which each data controller's details are added to the register. All settings need to ensure they are registered with the Information Commissioner's Office every year. Failure to notify the ICO is a criminal offence.

Notification is necessary if settings are processing personal information. This includes taking photographs of the children using a digital camera. Personal data (including photos) held by settings must be included in the setting's notification. Further information on data protection as well as details on how to notify can be found at: http://www.ico.gov.uk/for_organisations/data_protection/notification.aspx

Parental Consent

On admission of a child to Tenbury Primary Academy, parents/carers are asked to complete a consent form indicating their agreement or objection regarding the use of images of their

child. A list of children for whom consent has been refused is maintained by the school and every effort is made by staff not to include these children in photographs or video footage. The list is updated on a regular basis.

The parent/carers are asked to confirm, in writing, that they will inform the school if they no longer wish images of their child to be used for any reason. They are made aware that once images are in circulation or have been published, it may be impossible to remove them, although every effort will be made to ensure they are not used in future publications.

School Photography

Photographic and/or video images taken by staff may be used for curricular and/or extra-curricular activities, displays, on the school website, in the school prospectus or newsletter, as evidence of the child's development or as part of publicity in the media. Staff ensure that:

- They are clear about the purpose of the activity and what will happen to the images when the activity is concluded.
- They always use school equipment for taking images whenever possible.
- They avoid recording images using their personal camera, mobile phone or video equipment if possible, and never record images for their own personal use. If own equipment has been used eg. on a trip, images are downloaded onto the school system on return or deleted and never stored on own personal equipment.
- They never photograph children in a state of undress, for example whilst changing for PE or a performance.
- They report any concerns about inappropriate or intrusive photographs found to the Senior Designated Person following the school's safeguarding procedures
- They have parental permission to take; store and/or display the images.

Storage of Images

Photographs retained in school will not be used other than for their original purpose, unless permission is obtained from the subject.

Images are always stored securely and password protected.

Photographs are destroyed or deleted from databases once they are no longer required for the purpose for which they were taken. Photographs taken for publicity and promotional purposes should be retained for a maximum of two years. Photographs contributing to the history of the school, its children, activities or the community, may be retained indefinitely.

Parental Photography

In many cases, photographs taken at school events form an important part of family albums. Everything possible will be done to ensure that this tradition continues. Parents are welcome to take photographs of their own children at award ceremonies, school concerts/shows and sporting events, with the permission of the Headteacher. However, care must be taken not to interfere with the smooth running of the event, breach commercial copyright laws or compromise health and safety. Parents/carers will ensure that:

- They respect the school's decision to prohibit photography of certain children or a particular event.
- Any images taken are for personal use only.
- Images including children **other than their own, must not be sold or put on the internet**; if they are, Data Protection legislation may be contravened and they will be asked to remove them.
- They will not use any images of children so as to cause offence or harm.

The Use of Cameras and Video Recordings by Children

From time to time, children may be given the opportunity to use school equipment to take photographs and/or video footage as part of a curricular or extra-curricular activity.

Children should not use personal equipment in the school for the purpose of taking photographs or video footage. The only exception to this is on a school residential where children may be allowed to take photographs for their own personal use i.e disposable cameras, however any cameras used in the day must be handed in to an adult on the residential before children go back into their rooms. It is made clear that these images should be taken responsibly and not used to upset any other child.

The use of images to bully or intimidate, including publishing photographs without permission on the internet, will be dealt with in line with the school's behaviour and anti-bullying policies and may be viewed as a criminal offence.

Children are not allowed mobile phones in school. Any pupil bringing a mobile phone into school (ie. a Y6 pupil who walks to and from school independently and a parent has requested they carry one) must hand it in to the school office for safekeeping before the start of the day.

Other electronic devices, such as smart watches, with imaging and sharing capabilities, are not allowed to be used by children in our setting either.

Display of photographs

It is perfectly acceptable to display photographs of children in the school environment with their names attached for the purpose of celebrating progress and achievement or assessment purposes.

However, we will give consideration to displays if rooms are available for other purposes.

Publicity

Press

On occasions, the media are asked to cover school events or to highlight children's successes. This is an important part of celebrating achievement and informing the public of educational initiatives. The media operate under their own Code of Practice. Parents will be informed by the school in advance if their children are likely to appear in the press. Local newspaper titles may share their images with other titles within the same syndicate. Any child whose parents have withheld permission, will not be photographed by the media.

School Publicity

Photographs of children's activities and achievements may be published in the school newsletter or prospectus and posted on the school website. Names of individual children are not attached to photographs and no contact details are published. Where photographic permission has been withheld, photographs will not be published.

School Photographer

Class and individual or group photographs are often an annual event. Parents are notified in advance of the photographer's visit and are sent copies of photographs and given the option to purchase them. Copyright on all such photographs is retained by the photographer.

Links

This guidance links specifically to the school's Data Protection Policy, Online Safety Policy, Acceptable Use Policy, Confidentiality Policy and Safeguarding Children Policy.

Last reviewed: January 2026

Next review due: January 2028