



ALLENDALE PRIMARY SCHOOL

PHOTOGRAPHY & USE OF IMAGES POLICY

Introduction:

Photographs and recordings play an important role in celebrating pupils' learning experiences and sharing the life of the school with families and the wider community. They can also support teaching, learning, assessment and communication.

Allendale Primary School is committed to using images responsibly, safely and in line with current safeguarding expectations. This includes:

- respecting children's and parents' rights to privacy
- complying with data-protection legislation
- avoiding close-up images of children's faces wherever possible
- ensuring images do not expose pupils to risk
- securing parental consent before images are used

The school has clear procedures to ensure pupils are kept safe whether images are taken in school or off-site.

Data Protection:

Photographs and video recordings of pupils are **personal data** under the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

The school must therefore:

- have a lawful basis for taking and using images
- obtain clear, informed parental consent for any use beyond core educational purposes
- store images securely and limit access to authorised staff only
- ensure images are used only for the purposes stated at the point of consent

Parental Consent:

At the start of each school year, or when a pupil joins the school, parents/carers are asked to provide consent for different categories of image use. These may include:

- use within school (e.g., displays, learning evidence)
- use on the school website or official social-media channels
- use by external activity providers



- use in local or national media

Parents may opt in or out of any category.

Where consent is not given, the pupil will not be photographed or recorded.

Consent is reviewed annually and can be withdrawn at any time.

Safeguarding & Child Protection:

Safeguarding is central to all decisions about photography.

To minimise risk:

- **close-up images of children's faces will be avoided** unless essential and explicitly consented to
- images will not show pupils in distress, vulnerable situations or states of undress
- pupils will not be photographed in changing rooms, backstage areas or medical spaces
- images will not be used in ways that allow children to be individually identified unless necessary and consented to

Any concerns about inappropriate use of images will be reported to the headteacher, who will follow Northumberland's child-protection procedures and involve social care or the police if required.

Use of Images Online (Website & Social Media):

To protect pupils' privacy and safety:

- only appropriate images will be used
- only pupils with parental consent will appear
- pupils will not be identified by full name
- no personal information (e.g., address, contact details) will accompany images
- close-up facial images will be avoided unless essential and consented to

If another organisation is permitted to use an image of our pupils, these rules still apply.

Media:

Sometimes local, (or national), media visit the school to follow up a news item or celebrate an achievement by an individual, group or whole school. In this situation:

- only pupils with parental consent will be photographed
- parents will be informed in advance where possible



- media organisations may request names; these will only be provided with explicit parental permission

Use of Digital Cameras and School Devices:

Digital cameras and school devices are valuable learning tools. Staff and pupils may use them under supervision.

- images must be appropriate and linked to educational purposes
- images must be uploaded to the secure school network as soon as possible
- images must be deleted from cameras or mobile devices immediately after transfer
- images must only be stored on the school network or approved encrypted storage

Mobile Phones:

Staff must not use personal mobile phones to take images of pupils.

In exceptional circumstances, and only with prior approval from the headteacher, a staff member may use a mobile device. Images must be:

- uploaded immediately to the school network
- deleted from the phone straight away

See the school's Mobile Phone Policy for further guidance.

School Performances & Events:

Parents and carers may take photographs or recordings of **their own child** at school events, provided:

- images containing other children are not shared online
- images are for personal use only
- no photography takes place in changing areas or backstage
- equipment is used appropriately and does not disrupt the event

The headteacher may withdraw the right to take photographs if safety or safeguarding concerns arise.

Please see appendix 1 for guidelines for parents.



February 2014

Review date

February 2017 - Reviewed

Review date

February 2020 - Reviewed

Review Date

February 2023 - Reviewed

Review Date

September 2026 - Reviewed and updated to reflect UK GDPR and current safeguarding guidance

Review Date

September 2029

Appendix 1

A Guide for parents when taking photographs at a school event:

We recognise that parents want to take photos and/ or recordings of their children during their time at school. Events such as performances, sports festivals, assemblies and celebrations are very popular and a photograph and / or recording is a treasured memento of the occasion which can be shared with other family members and friends.

By following these guidelines we can proceed safely and with regard to the law and rights of other parents.

- permission to take photographs is at the discretion of the headteacher and governors
- images must be for personal use only
- images containing other children must not be shared online or published
- photography is not permitted in changing rooms or backstage
- the headteacher may ask parents to stop taking photographs if equipment is used inappropriately
- close-up images of children other than your own should not be taken

These guidelines help us protect all pupils while allowing families to enjoy and remember special occasions.