The use of children's photographs in school

Headteacher Signature:	Chris Litchfield
Date Adopted:	September 2026
Review Date:	September 2027

Introduction

Kneesall C of E Primary Academy believes that the responsible use of children's images can make a valuable contribution to the life and morale of the school. The use of photographs in school publicity materials can increase pupil motivation and help parents and the local community identify and celebrate the school's achievements.

We only use images that the Head Teacher and Governing Body consider suitable and which appropriately represent the range of activities the school provides and the values it adheres to. No images will be used which could be considered to put any child at increased risk. Through this policy we aim to respect young people's and parents' rights of privacy and minimise the risks to which young people can be exposed through the misuse of images. The policy takes account of both data protection and child protection issues.

Data Protection

Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. We will not use images of identifiable individuals for school publicity purposes without the consent of either the individual themselves or, in the case of pupils, their parent, guardian or carer.

In seeking consent, we will ensure that parents are clear why we are using a child's image, what we are using it for, and who might want to look at the pictures. Consent will be sought annually via the **Arbor Data Sheet**. The school will proactively remind parents/carers each term to update permissions if their preferences change and will provide clear guidance on how to do so.

All images will be stored securely and used only by those who are authorised to do so. Images of current pupils will be reviewed annually to confirm continued relevance and appropriateness. Images of pupils who have left the school will be securely destroyed within one term of their departure. We will actively remind parents and carers at school events that photographs they take should not be shared on social media without prior consent from others featured in the images.

Child Protection

We will only use images of children in suitable dress. The Head Teacher and Governing Body will decide if images of some activities – such as sports or arts – are suitable without presenting risk of potential misuse. Any evidence of the use of inappropriate images, or the misuse of images, will be reported to the school's child protection designated teacher, SNMAT, Social Services and/or the police as appropriate. Individual pupils will not be named in conjunction with their image and we will never use an image of a child who is subject to a court order.

Websites

We will adopt the same principles as outlined above when publishing images on the internet as we would for any other kind of publication or publicity material. However, the school recognises that there is no control over who may view images, and consequently a greater risk of misuse of images, via the internet. We will therefore give specific consideration to the suitability of images for use on the school's website.

Images, and accompanying details, will only be used in line with government guidance as outlined on the Department for Education 'Teaching Online Safety in Schools' as linked below:

https://www.gov.uk/government/publications/teaching-online-safety-in-schools/teaching-online-safety-in-schools

Webcams and Mobile Phones

Webcams and mobile phones can be used to take images without people's knowledge. The school's policy is to signpost areas in which webcams are being used so that people know the webcam is there before they enter that area. Staff and visitors will receive clear guidance on appropriate use of mobile phones and webcams on school premises. Signage will be displayed prominently in sensitive areas, and breaches of policy will be addressed through the school's behaviour and safeguarding procedures

Mobile phones that can take and transmit images will not be permitted in areas of the school, such as changing rooms or sports facilities where they could be misused. Misuse will be regarded as a breach of school discipline and dealt with accordingly. School staff are asked to keep their personal mobile phones within the staff room throughout the day and are accessible during break and lunch times.

External Photographers and Events

If the school invites or permits an external photographer to take photographs within school, we will:

- Provide a clear brief for the photographer about what is considered appropriate in terms of content and behaviour.
- Issue the photographer with identification (a school lanyard) which must be worn at all times.
- Let children and parents know that a photographer will attend an event and ensure they consent to both the taking and publication of films or photographs.
- Not allow unsupervised access to children or one-to-one photo sessions at events.
- The same conditions will apply to filming or video-recording of events.

Photographs taken by journalists are exempt from the Data Protection Act as newspapers are subject to strict guidelines governing the press. Where possible, the school will provide parents with advance notice before journalists attend events and offer options to opt-out of their child being photographed.

Conditions of use

Photos will be kept in a secure location and only authorised staff will have access to them in line with SNMAT policies. We will only include a child's first name as photo captions for press releases if the child is not easily identifiable by a member of the public, e.g. not identified by a school uniform. Addresses will not be disclosed. Personal e-mail, telephone numbers will not be disclosed.

If we use an image of an individual pupil who is identifiable by their school, we will not use the name of that child in the accompanying text or photo caption without good reason. If a pupil is named in the text of a publication, we will not use a photograph of that child to accompany the article unless we have specific consent. For example, we might want to include a picture and a full name of a competition prize winner. However, we will not include a picture and full name of a child in promotional literature.

We may use group or class images with very general labels, such as 'a literacy hour' or 'children exploring the environment'. We will only use images of pupils who are suitably dressed, to reduce the risk of such images being used inappropriately.

All staff and volunteers involved in photography or publication of pupil images will receive training on this policy and related safeguarding and data protection requirements.

This policy will be reviewed **annually**.