Photography, Filming & Images Policy

2026-27

“Work hard, be kind”

1. Introduction

At Carnarvon Primary School, we recognise that photographs, videos and other images of children are an important tool for celebrating achievement, recording learning, and promoting the life of the school. However, we are also aware of potential safeguarding and data protection risks associated with using images.

This policy outlines how the school manages photography and filming to protect pupils' safety, dignity, and rights, in compliance with the UK GDPR, the **Data Protection Act 2018**, and **safeguarding guidance from the Department for Education**.

2. Aims

- To protect children from the inappropriate or unsafe use of images.
- To ensure parents and carers understand and consent to the use of their child's image.
- To provide clear guidance for staff, governors, parents and visitors.
- To comply with legal and statutory safeguarding requirements.

3. Scope

This policy applies to:

- Images taken by **school staff** (teaching, support, administrative).
- Images taken by **commercial photographers** employed by the school.
- Images taken by **parents/carers and visitors** at school events.
- Images used in **school publications, website, newsletters, and social media**.
- Images captured by the **press or external organisations** with permission.

4. Legal and Policy Framework

- **Data Protection Act 2018 & UK GDPR**: Images of pupils are personal data.
- **Children Act 1989 & 2004**: Safeguarding children is paramount.
- **Keeping Children Safe in Education (DfE statutory guidance)**.
- **Working Together to Safeguard Children**.
- School safeguarding, online safety, and data protection policies.

5. Roles & Responsibilities

- **Headteacher**: Overall responsibility for implementation and compliance.
- **Designated Safeguarding Lead (DSL)**: Ensures safeguarding concerns are addressed.
- **Data Protection Officer (DPO)**: Ensures GDPR compliance regarding image processing.
- **Staff**: Must follow this policy when capturing or using images.
- **Governors**: Approve and monitor the effectiveness of the policy.
- **Parents/Carers**: Provide or withhold consent for image use.

6. Consent

- On admission, parents/carers are asked to give consent for specific uses of images (internal displays, printed publications, school website, social media, local press).
- Consent will be renewed **annually**.
- Parents may withdraw consent at any time by notifying the school office in writing.
- Records of consent are kept securely and made available to relevant staff.
- Staff are responsible for checking consent lists before using images.

7. Use of Images by the School

- Pupils may be photographed/filmed for **educational purposes, school records, displays, and the celebration of achievements**.
- In external publications and online:
    - Only **first names** will be used, unless explicit parental consent is given for surnames.
    - Children will be appropriately dressed.
    - Images will reflect positive, safe activities.
- The school will avoid publishing personal information (e.g., addresses, contact details) alongside images.

8. Parents/Carers at School Events

- Parents/carers are welcome to take photographs/videos of their **own child** at designated school events.
- Parents will be reminded that images containing other children **must not be posted on social media or shared publicly without consent** from other families.
- The school reserves the right to restrict photography/filming at events where safeguarding concerns arise.

9. Professional & Commercial Photography

- The school may invite professional photographers for events such as class photos or performances.
- Contracts with photographers will state that:
    - Images remain the property of the school/parents.
    - Images will be used only for the agreed purpose.
    - Photographers must have valid **DBS clearance** if working unsupervised.

10. Media & External Organisations

- Media organisations may be invited to school events.
- Only children with parental consent will be photographed/filmed.
- The school will liaise with parents if names are requested by the media.

11. Storage, Retention & Security

- Digital images are stored securely on school servers or encrypted devices.
- Staff should **not** store images of pupils on personal devices unless authorised by the Headteacher.
- Images will be retained only as long as necessary, in line with the school's retention schedule.
- When images are no longer required, they will be securely deleted or destroyed.

12. Staff Use of Devices

- Staff must use **school-owned cameras/devices** wherever possible.
- If personal devices are used, images must be transferred immediately to school systems and deleted from the personal device.
- Staff must **never share or publish images of pupils on personal accounts**.

13. Breaches of Policy

- Misuse of images will be treated as a **disciplinary matter** and may also be reported to external authorities if safeguarding or legal issues arise.
- Parents may raise concerns or request the removal of images via the Headteacher or DSL.

14. Monitoring & Review

This policy will be reviewed **annually by the Governing Body,** or sooner if legislation or local authority guidance changes.

Appendices

Appendix 1: Parental Consent Form (Photography/Video)

Child's name: _____ Class: _____

Please tick "Yes" or "No" for each use of images:

Use of images	Yes	No
School displays and classroom use	☐	☐
School website	☐	☐
School newsletter	☐	☐
School social media (e.g. Twitter, Facebook)	☐	☐
Local/national press coverage	☐	☐
Marketing material (prospectus, brochures)	☐	☐

I understand I can withdraw consent at any time in writing.

Parent/Carer name: _____ Signature: _____ Date: _____

Appendix 2: Staff Checklist Before Taking/Using Images

- Do I have parental consent for this child?
- Is the image appropriate (dress, activity, safeguarding context)?
- Where will this image be used, and is it necessary?
- Is the image stored securely on a school system?
- Am I avoiding the use of full names with the image?