

Poulton-le-Sands CE Primary School



Photography and Images Policy

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Signed: *Laura Gardner (Headteacher)*

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Statement of intent

Poulton-le-Sands CE Primary School recognises the value of photographs and videos in celebrating achievement, supporting learning, and communicating with parents and the wider community. The school is committed to ensuring that images and videos of pupils are used safely, respectfully and lawfully, with the welfare and best interests of the child at the centre of all decisions.

The taking, use, storage and sharing of images are safeguarding matters as well as data-protection issues. This policy sets out clear expectations for staff, pupils, parents and visitors and ensures compliance with statutory safeguarding guidance, the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act (DPA) 2018.

This policy applies to all forms of visual media, including photographs, videos, livestreams, printed images, digital files, websites, social media and online learning platforms.

1. Legal framework

This policy has due regard to all relevant legislation and guidance including, but not limited to, the following:

- Children Act 1989 and Children Act 2004
- Education Act 2002 (Section 175)
- Keeping Children Safe in Education (KCSIE) 2025
- Working Together to Safeguard Children (2023)
- Online Safety Act 2023
- UK General Data Protection Regulation (UK GDPR)
- Data Protection Act 2018
- Human Rights Act 1998 (Article 8)
- ICO Guidance: Children and the UK GDPR
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This policy should be read alongside the school's:

- Child Protection and Safeguarding Policy
- Staff Code of Conduct / Safer Working Practice Policy
- Online Safety Policy
- Data Protection Policy
- Information Security Policy
- Acceptable Use of Technology Policy

2. Roles and responsibilities

The headteacher has overall responsibility for ensuring this policy is implemented effectively and will:

- Ensure appropriate consent mechanisms are in place and reviewed annually
- Decide when photography and filming are permitted at school events
- Ensure images are stored, retained and disposed of lawfully and securely
- Ensure staff are aware of safeguarding expectations relating to images
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The designated safeguarding lead (DSL) will:

- Consider safeguarding risks relating to images, including for children who are looked after, previously looked after, adopted or subject to safeguarding concerns
- Liaise with social workers and other professionals where consent or restrictions apply
- Act on concerns about misuse of images in line with the Child Protection Policy
- Provide advice on compliance with UK GDPR and the DPA 2018
- Support the school in managing any data-protection breaches involving images

Staff and volunteers must:

- Follow this policy and safer working practice guidance
- Use only school-approved devices to take images of pupils
- Report concerns about images or filming immediately

Parents and pupils are expected to:

- Provide informed consent and notify the school of any changes
- Use images taken at school events responsibly and for personal use only
- Follow school instructions regarding photography and filming

3. Definitions

“Camera” is used to refer to mobile phones, tablets, webcams, portable gaming devices and any other equipment or devices which may be used to take photos.

“Personal use” of photography and videos is defined as the use of cameras to take images and recordings of children by relatives, friends or known individuals, e.g. a parent taking a group photo of their child and their friends at a school event. These photos and videos are only for personal use by the individual taking the photo and are not intended to be passed on to unknown sources. The principles of the UK GDPR and the DPA 2018 do not apply to images and videos taken for personal use.

“Official school use” refers to images taken for educational, administrative or safeguarding purposes. These images are likely to be stored electronically alongside other personal data. The principles of the UK GDPR and the DPA 2018 apply to images and videos taken for official school use.

“Media use” refers to images intended for publication beyond the school community e.g. photos of children taken for a local newspaper. The principles of the UK GDPR and the DPA 2018 apply to images and videos taken for media use.

4. Consent

All photos and video content are classified as personal data under the UK GDPR and the DPA 2018; images or video content may be used for publicity or other purposes only once informed consent has been provided and it has not been withdrawn.

Staff, pupils and parents will be encouraged to read the Data Protection Policy for more information on the school’s approach to data protection.

At Poulton-le-Sands CE Primary School, parents will be required to provide consent on their child’s behalf, except where the processing is related to preventative or counselling services offered directly to children.

Parents and pupils will be aware that their child may be photographed at school and they have the right to withdraw consent anytime. Consent will only be accepted where it is freely given, specific, informed and an unambiguous indication of the individual’s wishes. Where consent is given, a record will be kept documenting how and when consent was given and last updated.

Parents will be asked to complete the photography consent form when their children join Poulton-le-Sands, which will determine whether or not they allow their child to participate in photos and videos. Additional consent forms will be required if the pupil's circumstances change. All parents and pupils will be entitled to withdraw or change their consent at any time during the school year. Parents or pupils who wish to withdraw their consent must notify the school in writing. If any parent or pupil withdraws or changes their consent, or the DSL reports any changes to a pupil's security risk, or there are any other changes to consent, the list will also be updated and re-circulated.

For any pupils who are Looked After Childre (LAC), Previously Looked After Children (PLAC) or adopted, the DSL will liaise with the pupil's social worker, carers or adoptive parents to establish where consent should be sought. Consideration will be given as to whether identification of pupils who are LAC, PLAC or adopted would risk their security in any way.

Consideration will also be given to any pupils for whom child protection concerns have been raised. Should the headteacher believe that taking photos and videos of any pupils would put their security at further risk, greater care will be taken towards protecting their identity.

A list of all the names of pupils for whom consent was not given will be created by the school office and will be circulated to all staff members. This list will be updated on a regular basis.

5. General procedures

The list of all pupils who have not consented to being photographed or recorded will be checked prior to the activity. Only pupils for whom consent have been given will be able to be photographed.

The staff members involved will liaise with the headteacher if any pupil who is LAC, PLAC, adopted or for whom there are security concerns, is involved in activities where photos will be taken.

Only school-owned digital devices (such as iPads) will be used to take photos and videos of pupils.

Staff will ensure that all pupils are suitably dressed before taking any photos or videos.

Where possible, staff will avoid identifying pupils by name or any other identifiable data. If names are required, only first names will be used.

The school will not use photos or videos of:

- Any pupil who is subject to a court order.
- Children who have left the school, without the consent of their parents or, where appropriate, the children themselves.
- Staff members who have left the school, without their consent.

Photos and videos that may cause any distress or embarrassment will not be used.

Any concern relating to inappropriate or intrusive photography or publication of content will be reported to the DSL.

6. Additional safeguarding procedures

The school will consider certain circumstances that may put a pupil's security at greater risk and, thus, may mean extra precautions are required to protect their identity.

The headteacher will, in known cases of pupils who are LAC, PLAC or adopted, liaise with the pupil's social worker, carers or adoptive parents to assess the needs and risks associated with the pupil.

Any measures required will be determined between the headteacher, social worker and carer and/or adoptive parent with a view to minimising any impact on the pupil's day-to-day life. The measures implemented will be one of the following:

- Photos and videos can be taken as per usual school procedures
- Photos and videos can be taken within school for educational purposes and official school use,
e.g. on registers, but cannot be published online or in external media
- No photos or videos can be taken at any time for any purposes

Any outcomes will be communicated to all staff members via a staff meeting and the list outlining which pupils are not to be involved in any videos or photos, held in the school office and will be updated accordingly.

7. Use of cameras and devices

Staff members may be provided with a digital device (ipad) to record and maintain pictorial evidence of the lessons, behaviour, activities and events related to their pupils. Photos and videos may only be taken for educational purposes and in "school or educational provision settings" as mentioned above.

The use of personal cameras, mobile phone cameras or other recording equipment will be prohibited on school premises at all times.

The school-owned digital devices will be password protected and stored securely in the classrooms. Members of staff will be responsible for making sure that the devices are locked away after use in the classroom at the end of the day. Members of staff will not be allowed to take school digital devices home.

Staff or other adults will not be permitted to take photos of pupils in vulnerable circumstances, such as when they are upset or inappropriately dressed. Members of staff and the school community will be required to report inappropriate use of digital cameras and images to the headteacher - DSL. If it is found that any incidents raise child protection concerns, immediate action will be taken.

8. Storage and retention

As per the UK GDPR and the DPA 2018, images obtained by the school will not be kept for longer than necessary.

Hard copies of photos and video recordings held by the school will be annotated with the date on which they were taken and will be stored in **the school stockroom**. They will not be used other than

for their original purpose, unless permission is sought from the headteacher and parents of the pupils involved.

Digital photos and videos held on the school's drive are accessible to staff only. Photos and videos are stored in labelled files, annotated with the date, and are only identifiable by year group or class number – no names are associated with images and videos.

Paper documents will be shredded and electronic memories scrubbed clean or destroyed once the retention period has ended. The headteacher will review stored images and videos on an annual basis to ensure that all unwanted material has been deleted.

Where a parent or pupil has withdrawn their consent, any related imagery and videos involving their child/the pupil will be removed from the school drive immediately. When a parent withdraws consent, it will not affect the use of any images or videos for which consent had already been obtained. Withdrawal of consent will only affect further processing.

Where a pupil's security risk has changed, the headteacher will be informed immediately. If required, any related imagery and videos involving the pupil will be removed from the school drive immediately. Hard copies will be removed by returning them to the parent/pupil or by shredding, as appropriate.

Members of staff will maintain responsibility for ensuring that images are safely stored, particularly on the school drive. They will take reasonable measures to ensure that they do not come into the possession of unauthorised persons.

9. Appropriate use of images under UK GDPR and the DPA 2018

Photos will be used in school for many reasons and the different uses for the same image should be considered separately, as each photograph and use will potentially have different conditions for processing.

Photos used in identity and safeguarding management

These are likely to be essential for performing the public task of the school, but they will be deleted once the child is no longer in attendance – as they are no longer needed for the purpose for which they were held.

Photos used for marketing purposes

Photos will not be used for marketing purposes unless the school has specific informed consent for the images and the images are only used in line with the consent provided.

The school will recognise that when images are posted on the school website or Facebook page, anyone may view the images, and consequently this may result in a greater risk of misuse of images. The school will therefore consider the suitability of images for use on the school's website or social media platform.

Photos in the school environment relating to education

These photos may be essential for performing the public task of the school, but once the pupil has left the school this argument is insufficient. If the school wishes to display the image beyond the pupil's time at the school, the school will obtain the pupil's permission. If permission is not granted, the image will be removed.

When gaining consent, including when initially taking the photograph or when the purpose of the image has changed, the pupil, or where appropriate their parents, will be informed of the retention period pertaining to the use of the image. If the image is still on display after the retention period stated in the privacy notice used to gain consent, the school will be in breach of data protection obligations and may be subject to a fine.

10. Use of cameras and filming equipment by parents

Parents or family members will be welcome to take photos of (and where appropriate, film) their own children taking part in school events, subject to the following guidelines, which the school expects all parents to follow. Parents will:

- Remain seated while taking photos or videos during concerts, performances and other events.
- Minimise the use of flash photography during performances.
- In the case of all school events, make the focus of any photos and/or videos their own children.
- Avoid disturbing others in the audience or distracting pupils when taking photos or recording videos.
- Ensure that any images and recordings taken at school events are exclusively for personal use and are not uploaded to the internet, posted on social networking sites or openly shared in other ways.
- Refrain from taking further photos and/or videos if and when requested to do so by staff.
- Where a parent does not agree to having their child photographed at school events, the parent will need to decide whether to remove their child from the event. The school will provide dates for events in advance to enable parents to make an informed decision on whether their children will take part in the event.

11. Use of cameras and filming equipment by pupils

All pupils will be encouraged to look after each other and to report any concerns about the misuse of technology, or any worrying issues to a member of the SLT or pastoral staff.

The use of cameras, or filming equipment, including on mobile phones, will not be allowed in toilets or changing areas, nor should photography or filming equipment be used by pupils in a manner that may offend or cause upset.

Misuse of images, cameras or filming equipment in a way that breaches this policy, or the school's Anti-bullying Policy, Acceptable Use Agreement will always be taken seriously and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate

12. Sharing of images

All images taken by members of staff or volunteers at school or during school activities remain the property of the school and images must not be shared with anyone outside the school or held for private use.

No digital image will be uploaded onto any internet/intranet system without the express permission of the child's parent. Unless specific prior consent has been obtained, members of staff and volunteers will not post school images on personal pages of social networking sites or other websites.

Images will not be emailed or shared via private email accounts unless a parent has asked for a photo of their child to be sent to them.

13. Use of a professional photographer

If the school decides to use a professional photographer for official school photos and school events, the headteacher will:

- Provide a clear brief for the photographer about what is considered appropriate, in terms of both content and behaviour.
- Issue the photographer with an identification badge or card, which must be worn at all times.
- Let pupils and parents know that a photographer will be in attendance at an event and ensure they have previously provided consent to both the taking and publication of videos and/or photos.
- Not allow unsupervised access to pupils or one-to-one photo sessions at events.
- Communicate to the photographer that the material may only be used for the school's own purposes and that permission has not been given to use the photos for any other purpose.
- Ensure that the photographer will comply with the requirements set out in the UK GDPR and the DPA 2018.
- Ensure that if another individual, such as a parent or governor, is nominated to be the photographer, they are clear that the images and/or videos are not used for anything other than the purpose indicated by the school.

14. Monitoring and review

This policy will be reviewed on an annual basis by the headteacher.

The next scheduled review date for this policy is January 2027

Any changes to this policy will be communicated to all staff, parents and, where appropriate, pupils.