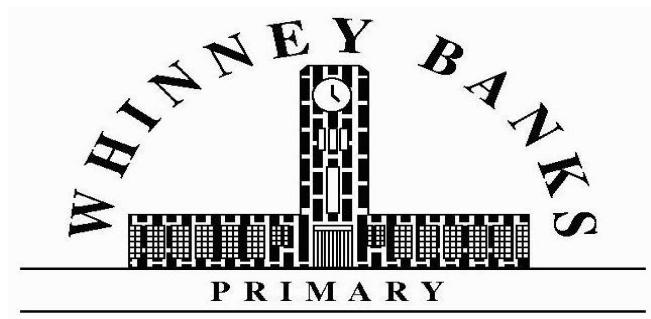


Camera, Images & Recording Policy & Practice



Whinney Banks Primary School

This policy was adopted by the school on:	18.03.2024
Reviewed	30.01.2026
Next review due by:	31.01.2027

Statement of intent At Whinney Banks Primary School

The school uses photographs, images and recordings (video) for a variety of purposes, including prospectuses, display boards, educational purposes, conferences, social media and the school website.

Whilst we recognise the benefits of photography, recordings and videos to our school community, we also understand that these can have significant risks for those involved. Under the legal obligations of the UK GDPR and the Data Protection Act (DPA) 2018, the school has specific responsibilities in terms of how photos, images and videos are taken, stored and retained.

In order to ensure that, as far as possible, the use of photography, images and video is safe at all times, the policy provided below should be followed. This policy is applicable to all forms of visual media, including film, print, video and websites.

Whinney Banks Primary School is very aware of its responsibility to ensure that images of children are not used inappropriately.

Staff use of iPads, Digital Cameras & Digital Photographs / Recordings using school devices only

- Photographs, images / recordings by agreement of the Headteacher
- Photographs, images / recordings must only be taken for the purposes of:
 - illustrating or recording pupil work, activities and achievement
 - professional development
 - recording key events of the school's "history"
- Photographs, images / recordings must not be used for any purpose outside of the school without the agreement of the HT.
- Images and recordings must not be stored on any personal devices.
- Mobile phones must not be used for taking photographs or recordings.
- Any individual photographs used for displays may be given to children to take home. Alternatively, they should be shredded after use.

Non-compliance with these procedures has been identified as a matter for potential disciplinary action under the Authority's existing disciplinary procedures.

The following information is provided for all parents:

Photographs to be displayed around school

We believe that it is important to celebrate the work of our pupils through displays around school and parents are very supportive of this. Photographs of children will often form part of these displays and may show their first name and we hope that all parents will be happy for this to happen. Full names will not be used. When photographs are taken down from displays children may be allowed to take them home. Alternatively, they will be shredded. You will appreciate that it is very difficult to avoid children sometimes appearing in group photographs. However, should you wish individual photographs of your child not to be displayed, please contact the Head Teacher and write a letter to us to this effect.

There may be instances where your child's photograph may remain on display once they have left the school. If you would prefer this did not happen, please contact the Head Teacher and write a letter to us to this effect.

Photographs, images and recordings to be used on the school website, social media and in the local press

We also believe that it is important to celebrate the work of our pupils through our website, social media and the local press. This offers an important opportunity to share our achievements with the local and wider community.

We are fully aware of potential concerns about photographs/images being available both via the Internet and in the local press. To this end, we operate within guidelines agreed with the Local Authority and the Department of Education to minimise potential risks to our children. Written work by children may only be identified by first names and any pictures on the website are not accompanied by names. Where the local press wishes to feature photographs of individual pupils, we will always seek to contact parents beforehand if possible.

We hope that parents would wish to support this by allowing their child's work or photographs to continue to be included in the site and in press publicity. However, if you would prefer that the website and the local press does not feature your child, we will of course respect your wishes and ask that you contact the Head Teacher and write us a letter to this effect.

There may be instances where your child's photograph or recordings, may remain on display once they have left the school. If you would prefer this did not happen, please contact the Head Teacher and write a letter to us to this effect.

Photographs, images & recordings taken at school events

There will be occasions during the school year where parents or carers may wish to take photographs or make a recording of their child taking part in a school activity. These activities will include school assemblies, school performances, sports events, school outings and educational visits. This may sometimes mean that your child appears in photographs or recordings alongside other children. Those taking photographs or recordings must do so on the understanding that these will always be used appropriately and not posted on any social media sites. You may be asked to sign to this effect before using a phone, camera or recording equipment.

Letters regarding events, such as school performances, should make clear to parents that the taking of photographs or recordings has conditions. Letters should include a statement such as the following:

'Photographs & recordings will be taken and displayed in school, on the school website and on school social media accounts. Other parents may take photographs or recordings of the production, which may include your child. Any photographs or recordings taken should be used appropriately and not posted on any social media sites'.

Additional safeguarding procedures

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

The DSL 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 DSL, DPO, 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

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

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 attend 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.

This policy will be reviewed on an annual basis by the Headteacher and the DPO. Any changes to this policy will be communicated to all staff, parents and, where appropriate, pupils.