

St Anne Line Catholic Infant School

part of the wider Christus Trust, Multi Academy Trust

Use of Images/Videos Policy



Love Learn Pray

Introduction

We use images and videos for a variety of purposes including assessment and curricular purposes, classroom and school displays as well as capturing and celebrating performances, trips and sporting events as part of our extended activities programme.

The intention of this policy is to set out clear guidelines which will balance the use of photography as a source of pleasure and pride with the need to safeguard children and protect the rights of the individual.

We understand that parents/carers may also wish to take videos or photos of their children participating in school events for personal use.

Whilst we recognise the benefits of photography and videos to our school community, we also understand that these can have significant risks for those involved.

Under the legal obligations of the General Data Protection Regulation (GDPR), the school has specific responsibilities in terms of how photos and videos are taken, stored and retained.

The policy sets out to ensure that:

- Images/Videos are only used for the purpose intended
- School use of images/videos are facilitated
- Personal family photography/filming is allowed where possible
- Individual rights are respected and child protection issues considered
- Parents/carers and children are given the right to opt out
- The school complies with GDPR

Purpose of images/videos

We are proud of our school and its pupils' achievements. To celebrate these and to promote the school, we may capture digital images of pupils and staff during lessons, events and activities. The following are some examples of when we might capture images. Note that this list is not intended to be exhaustive:

- Displays within school and on our website
- On our social media - instagram
- In our newsletter
- Local media, such as newspapers (physical and online)
- In our school prospectus
- School trip
- Sports days
- Official whole school/class photos that are taken annually alongside individual

Regulation & Legislation

Regulatory advice from the Information Commissioner's Office (ICO) in May 2025 advised schools that asking for consent for capturing digital images was not necessary. The guidance (see here) states that, if we are capturing digital images of pupils/staff for promotional purposes, we can rely on our Legitimate Interests, rather than seek parental

consent. This means that we will no longer require your consent for capturing digital images. However, this does not remove your right to opt-out of having digital images of your child(ren) captured. If you do not want your child's digital images to be captured, please notify the school office in writing or by emailing office@salinf.org.

Our school admissions form will be updated to reflect this change, and we have updated our privacy notice for school photos and additional activities. (Appendix 1)

If parents/carers opt out either now or in the future, their child's record will be noted accordingly. If parents/carers change their mind at any time and wish to opt back in, this must be put in writing to the school using the email above.

We will no longer check periodically that parents/carers remain happy for digital images to be captured, and we will work under the assumption that digital images can be captured unless advised otherwise.

If a parent/carer does opt-out of digital images being captured, absolutely no digital images will be captured. other than for the pupil record, which is required by law.

Appropriate Use of Images in School Publicity Materials

The staff and governors will:

- Ensure that images are stored securely, used only by those authorised to do so
- Ensure that only authorised devices are used to capture photos/videos
- Ensure that electronic images are stored on a secure network to which members of the public have no access
- Not capture images/videos of pupils whose parents have 'opted out'
- Ensure that children are appropriately dressed – a minimum of a vest/shirt and shorts.
- never record images/videos for their own personal use.
- never photograph children in a state of undress, for example whilst changing for PE or a performance.

Parental Photography

In many cases, photographs taken at school events form an important part of family albums. Everything possible will be done to ensure that this tradition continues. Parents are welcome to take photographs of their own children at award ceremonies, concerts/shows and sporting events, with the permission of the Headteacher/Senior Leader.

However, care must be taken not to interfere with the smooth running of the event, breach commercial copyright laws or compromise health and safety.

Guidance to be followed includes:

- Remain seated while taking photographs 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 photographs and/or videos their own children.
- Avoid disturbing others in the audience or distracting pupils when taking photographs 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 network sites or openly shared in other ways.
- Refrain from taking further photographs and/or videos if and when requested to do so by staff.
- Respect the setting's decision to prohibit photography of certain children or a particular event.

Use of a professional photographer

Class and individual or group photographs are often an annual event. We offer this contract to an external company, parents will be notified in advance of the photographer's visit and will be sent copies of photographs and given the option to purchase them. Copyright on all such photographs is retained by the photographer.

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

- Provide a clear brief for the photographer about what is considered appropriate, in terms of both content and behaviour.
- Issue the photographer with identification, 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 photographs.
- 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 photographs for any other purpose.
- Ensure that the photographer will comply with the requirements set out in GDPR
- 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

The Use of Cameras and Video Recordings by Children

The development of digital imaging technologies has created significant benefits to learning; however, pupils need to be aware of the risks associated with sharing images and with posting digital images on the internet. These risks are taught in an age-appropriate way through our online safety curriculum.

As part of the computing curriculum, children will be given the opportunity to use equipment to take photographs and/or video footage as part of a curricular or extra-curricular activity.

School use Online or on Social Media

Our school has a website as required by law. In addition we have an Instagram and Facebook Social media account. (Meta)

Members of staff publishing images/videos on social media will:

- not publish photos of children who have 'opted out'
- not use the personal details or full names (which means first name and surname) of any child or adult in a photographic image on video
- not include personal e-mail or postal addresses, or telephone or fax numbers on video, on our website, in our school prospectus or in other printed publications.
- only use images of pupils who are suitably dressed, to reduce the risk of such images being used inappropriately.

Early Years (Rec and Nursery)

It is our policy to use photographs taken in the Nursery/Reception classes to support the children's learning and also to record children's individual progress. Photographs recorded in Nursery/Reception as part of a normal day are taken using an iPad and are only taken by members of the staff team.

Photographs/videos are taken to:

- support the learning of each child's individual record
- illustrate work on display around the Nursery/ Reception classrooms
- To inform parents via Tapestry

At no time are staff permitted to bring in a camera from home, nor use their mobile phones in the Nursery/Reception rooms. These should instead be stored in a safe place.

These photos, as with all photographs in school, are stored in a secure network to which members of the public have no access.

Privacy Notice for school photos and additional activities

We are required by law to retain a photo of each pupil as part of our educational record. We sometimes wish to use digital images, e.g. photos, videos, audio recordings to enhance education provision, inclusion, and recreation. When this is the case we will seek the consent of the parent/carer, or where pupils are aged 12 or above, from the pupil themselves. Where consent has been provided for the use of images, and the pupil has left the school, we will rely on legitimate interests as our legal basis when retaining digital images for archiving purposes. If you would like a copy of the Legitimate Interest Assessment we have completed for this activity, please contact the school office.

As we will be relying on consent when displaying or publishing digital images, that consent can be withdrawn at any time simply by contacting the school. Every effort will be made to delete the images, but please note that where consent has been provided for the publication of the images, the school may not be able to locate and delete the image on request, although reasonable steps will be taken to do so.

The school is the Data Controller for this information. This information may be shared in order to celebrate successes or promote our education services. Please note we only share information required for that particular purpose and then only the minimum required. We may share digital images with your consent with:

The school website provider

Local media

School photographer

Essex Records Office

Social Media platforms

No digital images are routinely available outside of the UK. However, where digital images are used on social media, in publications, or on our website we cannot restrict the access to such images to the UK.

Additional school activities

We may offer extra-curricular activities, for example recreational school trips, sporting events and pupil support services (e.g. Speech and Language Therapy). The types of personal information we may use include:

Names

Emergency contacts

Health information

Date of birth

Passport information

In these circumstances we rely on your consent. We will seek the consent of the parent/carer, or where pupils are aged 12 or above, from the pupil themselves. Permission

for pupils to go on trips will be sought from the parent/carer. As we are relying on your consent you can withdraw consent at any time by contacting the school.

Personal information used for such purposes will be kept for the duration of the planning and execution of the event, and for as long post event is reasonable to handle any resulting queries or complaints.

No personal information is routinely available outside of the UK. However, in the case of overseas trips information will be used in other countries. Where this is the case this will be with your consent and with appropriate safeguards in place.

For information about your rights in relation to this use of your personal information please see section 5 of our overarching privacy notice.