

# Old Clee Primary Academy

*'Inspired to Believe, Learning to Succeed'*

## Use of Photographic Images and Videos of children in the Academy



**Approved by:**

Head Teacher

**Date:** 16<sup>th</sup> April 2026

**Last reviewed on:**

19<sup>th</sup> March 2025

**Next review due by:**

Spring 2027

## **Mission Statement and Aims**

### ***Inspired to Believe, Learning to Succeed***

- Provide innovative, inspirational and challenging opportunities which encourage children to become lifelong learners, and to be the best they can be.
- Develop confidence, independence and a 'can-do' attitude within a safe environment so that children are ambitious for themselves and for others.
- Develop caring, considerate, well rounded individuals, who are polite, well behaved, respectful and resilient.

## **Guidance on the Use of Photographic Images and Videos of Children in the Academy**

The purpose of this policy is to give clear guidelines to ensure the acceptable use of images of children within our Academy environment. This policy sets out how we at Old Clee Primary Academy will ensure the safety and welfare of children, young people in our care when taking photos/images of them.

Permission to take photographs is obtained before children start at our Academy by the completion of a Data Protection form.

## **Introduction**

Schools need and welcome publicity. Children's photographs add colour, life and interest to articles promoting school activities and initiatives. Making use of photographs for publicity materials and to promote the school in the press can increase pupil motivation and staff morale, and help parents and the local community identify and celebrate the school's achievements. However, photographs must be used in a responsible way.

Full and proper use of photographic images will be made while meeting the law and preserving the safety of children in our care. Concerns focus on issues around the rights of privacy, child protection and copyright ownership. This policy covers these issues and gives clarity on good practice which will be adhered to at all times.

Old Clee Primary Academy recognises the need to respect children's and parents' rights of privacy and is aware of potential child protection issues.

## **Issues of Consent**

The Data Protection Act 1998 affects our use of photography. This is because an image of a child is personal data for the purpose of the Act, and it is a requirement that consent is obtained from the parent of a child or young person under the age of 18 years for any photographs or video recordings for purposes beyond the Academy's core educational function (e.g. school web sites, school productions).

As it is likely that there will be a number of occasions during a pupil's school life when the Academy may wish to photograph or video that pupil, consent is sought when the pupil starts at our Academy, to last for the duration of their stay. A signed Data Protection consent form is completed by the child's parent/guardian, and kept on file, covering all cases where images of children are to be published beyond the parameters of Academy use.

Where children are 'Looked After' the Academy must check consent on the corporate parent's behalf with the social worker, and there may be other situations (in adoption placements or following a resettlement from domestic violence for example), where a child's security is known by the class teacher to be at stake, indicating the need for extra care.

Parents retain the right to withdraw consent at any stage, but they need to do so in writing.

### **Images taken by parents, legal guardians or family members at an Academy event:**

- Parents, legal guardians, family members and friends can take images of their own child participating in Academy activities for family and personal use. Parents must not post an image containing any child other than their own on the internet.
- Parents will be asked for their permission before photography is allowed.
- Before they are allowed to take images during Academy activities, parents or legal guardians will be informed of an appropriate time to do so and told that any images they take will not be used inappropriately.
- Photography and video filming will be limited to designated areas and events.
- The Academy will ensure that children are appropriately dressed.
- Use of cameras and other equipment will be monitored.

### **Images for Academy publications:**

- The Academy will only take and use images that are appropriate and are considered to 'not' be open to misuse.
- If an image of a child is used, the child's full name will not be published.
- Children and their parents/legal guardians will be made aware of why their picture is being taken and how it will be used.
- The Academy will ensure that images of a single child with no surrounding context of what they are learning or doing will be avoided.
- Children and parents should be encouraged to recognise the value of group photographs or recordings of Academy events.
- The Academy recognises that images must not be used to cause distress, upset or embarrassment.
- The Academy will use photographs that represent the diversity of the children/young people participating.
- Images will be kept securely and held by the Academy for the duration of the pupil's time there, after which, they will be destroyed.
- Images of children from the Academy will not be used to illustrate controversial subjects.

### **Images for the Academy website or social media pages:**

- School websites are part of the internet and are more easily accessible than paper-based school publications. The Academy will make sure that only appropriate images are used. Image filenames will avoid using children's names.
- The storage of electronic images will be regularly reviewed by a senior member of staff.

### **Webcams:**

- Webcams are a useful tool for learning. They can allow an individual or class to interact over the internet with others and support links between pupils in different schools, countries and cultures.
- A webcam will only be used in appropriate circumstances such as a normal class setting under adult supervision.
- Both children and teachers will be made aware of when a webcam is in use.

### **CCTV:**

- The Academy uses CCTV in some areas of school property as a security measure.
- Cameras will only be used in appropriate areas and there is clear signage indicating it is in operation.

## Children photographing one another:

- Staff will supervise and maintain control over any photographing pupils do during on-Academy or off-site activities.

## Media Use

- A photograph is taken by a local newspaper of a school awards ceremony. As long as the Academy has agreed to this and the children and/or their parents/carers/guardians are aware that photographs of those attending may appear in the newspaper, this will not breach the Act.

The Data Protection Act should not be wrongly cited to stop people taking photographs or filming videos.

## DATA PROTECTION GOOD PRATICE NOTE

### TAKING PHOTOGRAPHS IN SCHOOLS

[Information Commissioner's Office \(ICO\)](#) published Good Practice Guidance aimed at Local Authorities and those working in schools, colleges and universities. It gave advice on taking photographs in educational institutions.

### Recommended Good Practice

The Data Protection Act is unlikely to apply in many cases where photographs are taken in schools and other educational institutions. Fear of breaching the provisions of the Act should not be wrongly used to stop people taking photographs or videos which provide many with pleasure.

Where the Act does apply, a common sense approach suggests that if the photographer asks for permission to take a photograph, this will usually be enough to ensure compliance.

- Photos taken for official Academy use may be covered by the Act and pupils, students and parents/carers should be advised why they are being taken
- Photos taken purely for personal use are exempt from the Act

## Examples

### Personal Use:

- A parent takes a photograph of their child and some friends taking part in the school Sports Day to be put in the family photo album. These images are for personal use and the Data Protection Act does not apply.

### Official Academy Use:

- Photographs of students/pupils are taken for building passes. These images are likely to be stored electronically with other personal data and the terms of the Act will apply.
- A small group of pupils are being photographed during a science lesson and the photo is to be used in the Academy prospectus. This will be personal data but will not breach the Act as long as parents or guardians are aware this is happening and the context in which the photo will be used.

## **Ratification**

**Date ratified by Headteacher:** 16<sup>th</sup> April 2026

**Date of last review:** 19<sup>th</sup> March 2025

**Next review date:** Spring Term 2027

**Signed by Headteacher:** Miss D Richardson

**Date:** 16<sup>th</sup> April 26