



Photography, Video Recording and Publication of Images Policy

Rationale

At Onthank Primary School and ASLC, we recognise the value of using photographs, video recordings and other digital images to celebrate achievement, share learning, promote school activities and strengthen partnerships with families and the wider community. We are committed to ensuring that all images are captured, stored and published in a manner that protects the rights, dignity, privacy and safety of children and young people.

Aims

This policy aims to:

- Promote the safe and appropriate use of photographs and video recordings.
- Ensure compliance with data protection and safeguarding requirements.
- Protect the privacy and wellbeing of children and young people.
- Celebrate pupil achievements and learning in a responsible manner.
- Provide clear guidance for staff, pupils, parents, carers and visitors.

Policy Statement

The school will only capture and publish photographs or recordings of children and young people where appropriate consent has been obtained and recorded. The views of children and young people will also be respected when images are being taken or used.

Photographs and recordings may be used to:

- Celebrate achievements and wider successes.
- Share learning experiences with parents and carers.
- Support school communication and promotion.
- Contribute to educational activities and learner profiles.
- Support local authority and educational publications.

All images will be captured, stored, shared and disposed of securely in accordance with data protection requirements and local authority guidance.

Roles and Responsibilities

Head Teacher

The Head Teacher will:

- Ensure the effective implementation and monitoring of this policy.
- Ensure appropriate consent procedures are in place.
- Maintain oversight of image use across the school and ASLC.
- Ensure robust safeguarding arrangements are followed.
- Address any concerns, complaints or breaches of the policy.
- Ensure staff receive appropriate guidance and training.

Depute Head Teachers and Principal Teachers

Depute Head Teachers and Principal Teachers will:

- Support the day-to-day implementation of the policy.
- Monitor staff compliance with agreed procedures.
- Ensure image use is appropriate and consistent with consent arrangements.
- Provide advice and support to staff where required.
- Promote good practice across the school.

Teaching Staff

Teaching staff will:

- Check consent arrangements before taking or sharing images.
- Use only authorised school equipment to capture images.
- Store images securely and appropriately.
- Ensure images are used respectfully and positively.
- Avoid sharing images through personal social media, email accounts or personal devices.
- Report any concerns regarding the inappropriate use of images.

Support Staff

Support staff will:

- Follow all procedures relating to photography and video recording.
- Maintain confidentiality when handling images.
- Ensure images are stored and shared appropriately.
- Report concerns regarding the misuse of images.

Administrative Staff

Administrative staff will:

- Maintain up-to-date consent records.
- Support the secure management and storage of images.
- Ensure publications and communications comply with consent arrangements.
- Assist with the removal or amendment of published content where required.

Pupils

Pupils will:

- Respect the privacy and rights of others.
- Follow staff instructions relating to photography and filming.
- Use digital technology responsibly.
- Report any concerns regarding photographs or recordings to a member of staff.

Parents and Carers

Parents and carers will:

- Complete and update photographic consent information when requested.
- Inform the school promptly of any changes to consent arrangements.
- Respect school guidance regarding photography and filming at events.
- Avoid sharing images of children other than their own on public platforms without permission.

Visitors and Volunteers

Visitors and volunteers will:

- Follow all school guidance regarding photography and recording.
- Obtain permission before taking photographs within the school environment.
- Respect the privacy and safety of all children and young people.
- Comply with safeguarding and data protection expectations.

All Staff

All staff share responsibility for:

- Protecting the dignity, privacy and wellbeing of children and young people.
- Following school procedures and professional standards.
- Promoting safe and responsible use of digital technology.
- Ensuring images are only used for legitimate educational and school purposes.

Consent

The school will maintain clear records of parental and carer consent for photography, filming and publication of images. Consent can be withdrawn at any time and records will be updated accordingly.

Where appropriate, the views of children and young people will also be considered before photographs or recordings are taken.

Photography and Recording

Photographs and recordings may be taken during:

- Learning and teaching activities.
- Educational visits and outdoor learning experiences.
- Assemblies and performances.
- Sporting and cultural events.

- Achievement and awards ceremonies.
- School improvement and promotional activities.

Images should present children and young people positively and respectfully at all times.

Publication of Images

Images may be published through:

- School displays and noticeboards.
- School newsletters and communications.
- School website and digital platforms.
- School social media channels.
- Local authority publications.
- Local and national media, where appropriate permissions exist.

Personal information accompanying images will be kept to a minimum.

To minimise risks associated with the misuse or manipulation of images, including through AI technologies, the school will consider the most appropriate way to capture and share photographs of children, including:

- Photos taken from behind
- Group photographs
- Images where faces are not clearly identifiable
- Photographs shared through secure parent platforms rather than public social media.

Storage and Security

The school will ensure that:

- Only authorised devices are used to capture images.
- Images are stored securely.
- Access is restricted to those with legitimate educational purposes.
- Images are retained and deleted in accordance with data management procedures.
- Personal devices are not used to store school photographs or recordings.

Photography at School Events

The school recognises that parents and carers value opportunities to record important occasions and achievements. Guidance regarding photography and filming will be communicated before and during school events.

Where safeguarding considerations apply, additional restrictions may be implemented to protect individual children and young people.

Safeguarding

Particular care will be taken where children and young people have:

- Child protection plans.
- Legal restrictions on image publication.
- Confidentiality requirements.
- Circumstances that may place them at increased risk.

All decisions regarding photography will prioritise the safety and wellbeing of the child.

Monitoring and Review

The Head Teacher will monitor implementation of this policy and ensure compliance with local authority guidance, safeguarding procedures and data protection requirements.

This policy will be reviewed regularly and updated as required to reflect changes in legislation, guidance or school practice.