



# Photography and Images Policy

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## The Pioneer Vision

We put children first, pioneering excellence and championing each and every child.

## Contents

Statement of intent.....	1
Legal framework .....	2
Definitions.....	2
Roles and responsibilities .....	3
Parental consent.....	3
General procedures .....	5
Additional safeguarding procedures.....	6
Use of digital cameras.....	6
School-owned devices .....	7
Appropriate use of images under UK GDPR and the DPA 2018.....	8
Use of cameras and filming equipment by parents.....	10
Use of cameras and filming equipment by pupils.....	10
Sharing of images.....	10
Use of a professional photographer .....	10
Storage and retention .....	11
Monitoring and review.....	12

## Statement of intent

At The Pioneer Academy we use imagery and videos for a variety of purposes, including prospectuses, display boards, educational purposes, conferences and the school website. We understand that parents may also wish to take videos or photos of their children participating in school events for personal use; however, the final decision rests with the Head Teacher.

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 Data Protection Act 1998, the school has specific responsibilities in terms of how photos and videos are taken, stored and retained.

The school has implemented a policy on the safe use of cameras and videos by staff and parents to reflect the protective ethos of the school with regard to pupils' safety.

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

## Legal framework

This policy has due regard to statutory legislation including, but not limited to, the following:

- [The UK General Data Protection Regulation \(GDPR\)](#)
- [The Data Protection Act 2018](#)
- [The Freedom of Information Act 2000](#)
- [Equality Act 2010](#)
- [Human Rights Act 1998](#)
- [Voyeurism \(Offences\) Act 2019](#)
- [DfE \(2024\) 'Keeping children safe in education 2024](#)

This policy will be used in conjunction with the following school policies:

- Data Protection Policy
- Records Management Policy
- Social Media Policy#
- Behaviour Policy
- Acceptable Use Agreement
- Child Protection and Safeguarding Policy
- Staff code of conduct

## Definitions

**For the purpose of this policy:**

**“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 photographs

**“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 GDPR do not apply to images and videos taken for personal use.

**“Official school use”** is defined as photography and videos which are used for school purposes, e.g. for building passes. These images are likely to be stored electronically alongside other personal data. The principles of the GDPR apply to images and videos taken for official school use.

**“Media use”** is defined as photography and videos which are intended for a wide audience, e.g. photographs of children taken for a local newspaper. The principles of the GDPR apply to images and videos taken for media use.

Staff may also take photos and videos of pupils for “**educational purposes**”. These are not intended for official school use, but may be used for a variety of reasons, such as school displays, special events, assessment and workbooks. The principles of the GDPR apply to images and videos taken for educational purposes.

“**Personal electronic devices**” are defined as devices that are used to store, generate, or transmit information or data in any form, including audio, visual or text. Such devices may include, but are not limited to, the following items:

- Any type of computer or computer-like instrument.
- Portable devices, such as tablets, laptops, mobile phones, personal digital assistants (PDAs), portable hard drives, USBs, pagers, and smart or electronic watches.
- The components of any such devices above.

## **Roles and responsibilities**

The Head Teacher is responsible for:

- submitting consent forms to parents when they commence at the school with regards to photographs and videos being taken whilst at school.
- ensuring that all photos and videos are stored and disposed of correctly, in line with the UK GDPR and the DPA 2018.
- Deciding whether parents are permitted to take photos and videos during school events.
- Communicating this policy to all the relevant staff members and the wider school community, such as parents
- The designated safeguarding lead (DSL) is responsible for:
  - liaising with social workers to gain consent for photography and videos of LAC pupils.
  - Liaising with the DPO to ensure that there are no data protection breaches
  - informing the Head\_Teacher of any known changes to a pupil’s security, e.g. child protection concerns, which would mean that participating in photography and video recordings would put them at significant risk.

Parents are responsible for:

- completing the Consent Form when the child commences at the school.
- informing the school in writing where there are any changes to their consent.
- Acting in accordance with this policy.

## **Parental 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 are encouraged to read the Data Protection Policy for more information on the school’s approach to data protection.

Parents are responsible for providing consent on their child’s behalf, except where the processing is related to preventative or counselling services offered directly to children.

Parents are required to be aware that their child may be photographed at school and they have the right to withdraw consent for:

- Photos or videos taken by members of staff for school-based publicity and promotional purposes or for anonymous use on the school website.
- Photos or videos taken by parents and other family members of children at the school during school concerts, performances, sports events and other similar events organised by the school.
- Photos or video taken by members of the press who are on the school premises by invitation in order to celebrate individual, group or school success.

The school understands that consent must be a positive indication. It cannot be inferred from silence, inactivity or pre-ticked boxes. 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.

The school ensures that consent mechanisms meet the standards of the UK GDPR and the DPA 2018. Where the standard of consent cannot be met, an alternative legal basis for processing the data will be found, or the processing will cease.

All parents will be asked to complete the Consent Form when their child commences at the school, which will determine whether or not they allow their child to participate in photographs and videos.

The Consent Form will be valid for the period the child remains at the school unless, the pupil's circumstances change in any way, e.g. if their parents separate, or consent is withdrawn. Additional consent forms will be required if the pupil's circumstances change.

If there is disagreement over consent, or if a parent does not respond to a consent request, it will be treated as if consent has not been given, and photographs and videos will not be taken or published.

All parents are entitled to withdraw or change their consent at any time.

Parents will be required to confirm on the consent form, in writing, that they will notify the school if their child's circumstances change in any way, or if they wish to withdraw their consent.

For any LAC pupils, or pupils who are 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 an LAC pupil, or pupils who are 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 DSL believe that taking photographs 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 Head Teacher, and will be circulated to all staff members. This list will be updated annually.

If any parent 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.

## **General procedures**

Photographs and videos of pupils will be carefully planned before any activity. Where photographs and videos will involve LAC pupils, adopted pupils, or pupils for whom there are security concerns, the Head Teacher will liaise with the DSL to determine the steps involved.

When organising photography and videos of pupils, the Head Teacher, as well as any other staff members involved, will consider the following:

- Can general shots of classrooms or group activities, rather than individual shots of pupils, be used to fulfil the same purpose?
- Could the camera angle be amended in any way to avoid pupils being identified?
- Will pupils be suitably dressed to be photographed and videoed?
- Will pupils of different ethnic backgrounds and abilities be included within the photographs or videos to support diversity?
- Would it be appropriate to edit the photos or videos in any way? E.g. to remove logos which may identify pupils?
- Are the photographs and videos of the pupils completely necessary, or could alternative methods be used for the same purpose? E.g. could an article be illustrated by pupils' work rather than images or videos of the pupils themselves?

The list of all pupils of whom photographs and videos must not be taken will be checked prior to the activity. Only pupils for whom consent has been given will be able to participate.

The staff members involved, alongside the Head Teacher, will liaise with the DSL if any LAC pupil, adopted pupil, or a pupil for whom there are security concerns is involved.

School equipment will be used to take photographs and videos of pupils.

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

Where possible, staff will avoid identifying pupils. If names are required, only first names will be used. The school will not use images or footage of any pupil who is subject to a court order.

The school will not use photographs of children or staff members who have left the school, without their consent.

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

Any concern relating to inappropriate or intrusive photography or publication of content is to be reported to the Head Teacher.

## **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 a pupil who is an LAC or who has been 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, social worker, carers and adoptive parents with a view to minimise 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 photographs, held in the school office, will be updated accordingly.

## **Use of digital cameras**

Staff members may be provided with a camera 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 is prohibited on school premises at all times.

Members of staff are responsible for making sure that the camera is locked away after use at the end of the day. Members of staff are not allowed to take school cameras or memory cards home.

Members of staff are not allowed to bring in personal cameras without prior permission. If personal cameras are allowed to be brought in due to a specialist requirement or defective equipment, the memory card should be shown to be empty and images downloaded to the school's server.

Cameras are not permitted to be taken into toilets, swimming pools or changing areas. If necessary (e.g. photos of pupils washing their hands), then prior permission needs to be sought from the Head Teacher. Staff members are required to be supervised while carrying out this activity.

Staff or other adults are not 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 are required to report inappropriate use of digital cameras and images to the Head Teacher. If it is found that any incidents raise child protection concerns, immediate action will be taken in consultation with the DSL.

The school is not responsible for lost, stolen or damaged camera equipment. This remains the responsibility and obligation of the individual who has borrowed the equipment.

### **School-owned devices**

Staff members and pupils will be issued with school-owned devices to assist with their work, where necessary.

Misuse of cameras, filming equipment or other devices in a way that breaches school policy will always be taken seriously and may be the subject of disciplinary procedures, or dealt with under the relevant safeguarding policy as appropriate.

Staff may only take photos and videos of pupils using school equipment.

Images and videos will be provided to the school at the earliest opportunity, and removed from the devices. This is the responsibility of the member of staff and should be deleted immediately.

Staff will not use their personal mobile phones, or any other personal device, to take images and videos of pupils.

Photographs and videos taken by staff members on school visits may be used for educational purposes, e.g. on displays or to illustrate the work of the school, where consent has been obtained.

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

### **Use of personal devices by staff**

Members of staff will not be allowed to bring in personal cameras and/or devices without prior permission. If personal devices are allowed to be brought in due to a specialist requirement or defective equipment, memory cards should be shown to be empty, and images downloaded to the school's server.

Any personal electronic device that is brought into school is the responsibility of the user. Staff will not be permitted to use their personal devices during lesson time, other than in an emergency. Staff will not use their personal mobile phones, or any other personal device, to take images and videos of pupils.

Personal devices are not permitted to be used in the following locations:

- Toilets
- Changing rooms

### **Use of personal devices 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 staff.

### **Acceptable use**

Pupils bringing personal electronic devices into school must make their parents aware of this.

Personal electronic devices may not be kept on the pupil's person whilst they are at school.

Personal electronic devices will be switched off and handed in to the office or class teacher at the beginning of the day, and collected at the end of the day.

### **Unacceptable use**

Personal electronic devices will not be used in any manner or place that is disruptive to the normal routine of the school, or in a manner that may offend or cause upset.

Unless express permission is granted by a member of staff, personal devices will not be used to perform any of the following activities whilst on school grounds:

- Make phone or video calls
- Send text messages, WhatsApp messages, iMessages or emails
- Access social media
- Play games
- Watch videos
- Take photographs or videos
- Use any other application during school lessons and other educational and pastoral activities

Personal devices are not permitted to be used in the following locations:

- Classrooms
- Toilets
- Changing rooms

### **Use of personal devices 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 schools will expect 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.

### **Appropriate use of images under UK GDPR and the DPA 2018**

Photos are 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.

As a public body, the school **must** consider whether the processing is taking place in the performance of its duties as a public authority. Where this is the case, the legal basis for processing will be recorded as 'public task', not 'legitimate interests' – public authorities cannot use legitimate interests as a lawful basis if the processing is in the performance of their tasks as a public authority.

The school uses privacy notices with declarations attached to inform staff, pupils and parents about how their personal data may be collected and as one method of gaining consent.

To judge whether legitimate interest can be used as the basis for processing data, the school will carry out three different tests. These are:

- A purpose test – establishing the reasons for using the data, what will be achieved and whether the benefits are justifiable.
- A necessity test – establishing whether the processing of pupils' data will be useful and whether there is a less intrusive way of reaching a means to an end.
- A balance test – establishing the impact it will have on the data subject by processing the data for said reason.

These three tests make up a 'legitimate interest assessment' (LIA) – the school will carry out an LIA prior to obtaining the data and it will be recorded in a physical copy in compliance with the UK GDPR and the DPA 2018.

#### **Photos used in identity 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 recognises that when images are posted on the school website anyone may view the images, and consequently this may result in a greater risk of misuse of images. The school will therefore give specific consideration to the suitability of images for use on the school's website.

#### **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.

### **Use of cameras and filming equipment by parents**

Parents or family members are welcome to take photos of (and where appropriate, film) their own children taking part in schools events, subject to the following guidelines, which the schools 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.

### **Use of cameras and filming equipment by pupils**

All pupils are 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 pastoral staff.

The use of cameras, or filming equipment, including on mobile phones, is not 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, and Social Media Policy is always taken seriously and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate

### **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.

### **Use of a professional photographer**

If the school decides to use a professional photographer for official school photos and school events, the Head Teacher 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 films 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 the GDPR.
- Ensure that if another individual, such as a parent or governor, is nominated to be the photographer, they are clear that the images or videos are not used for any other anything other than the purpose indicated by the school.

## **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; retention periods for the different types of personal data are outlined in the school's Records Management Policy.

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 office. They will not be used other than for their original purpose, unless permission is sought from the Head Teacher and parents of the pupils involved.

Digital photographs and videos will be deleted from the school drive as soon as they have fulfilled the purpose(s) they were obtained for.

Staff will review stored images and videos on a termly basis to ensure that all unwanted material has been deleted.

Parents must inform the school in writing where they wish to withdraw or change their consent. If they do so, any related imagery and videos involving their children will be removed from the school drive immediately.

Where hard copies of photographs or videos are held, these will be disposed of either by returning to the pupil's parents, or by shredding, as appropriate.

Where a pupil's security risk has changed, the DSL will inform the Head Teacher 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 to their parents or by shredding, as appropriate.

Official school photos are held on the school MIS alongside other personal information, and are retained for the length of the pupil's attendance at the school.

Images taken on school cameras must be downloaded as soon as possible on to a school computer or laptop, ideally once a week.

Members of staff are responsible for ensuring that images are safely stored, particularly on memory sticks and hard drives. They must take reasonable measures to ensure that they do not come into the possession of unauthorised persons.

No digital image will be altered or enhanced in any way by any member of staff, unless given prior permission by the Head Teacher to do so. The school may require images to be deleted or edited as appropriate and may choose to use images taken by members of staff or volunteers for other purposes, provided the processing conditions and consent requirements of this policy are met. Staff members are responsible for ensuring that edited images do not mislead or misrepresent. They must not edit images which result in their subject being vulnerable to embarrassment, teasing, bullying or abuse.

If the memory card for individual school cameras needs to be replaced, then the replaced memory card will be destroyed to ensure that no images can be recovered. Members of staff must remember that, even when images are physically deleted from a camera or memory card, the camera or the memory card must be appropriately disposed of to ensure that no imprint remains.

### **Monitoring and review**

This policy will be reviewed every three years, or earlier if deemed necessary.

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