



# Image Use Policy

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Governors	B Maynard
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Higham Primary School follows the KCC document 'Image Use Policy for Educational Settings' for Kent schools <https://www.kelsi.org.uk/school-management/data-and-reporting/access-to-information/the-general-data-protection-regulation-gdpr> - 'Data protection and photography in schools - policy and guidance'

# Higham Primary School

## Image Use Policy

**School/Setting Data Controller:** Finance Officer

**School/Setting Designated Safeguarding Lead (DSL):** Headteacher

**Governor with lead responsibility:** Site Manager

### Official use of Images / Videos of Children

#### **Scope and aims of the policy**

- This policy seeks to ensure that images and videos taken within and by Higham Primary School are taken and held legally and the required thought is given to safeguarding all members of the community.
- This policy applies to all staff including the governing body, teachers, support staff, external contractors, visitors, volunteers and other individuals who work for or provide services on behalf of the school (collectively referred to as 'staff' in this policy) as well as children and parents/carers.
- This policy must be read in conjunction with other relevant school policies including, but not limited to; safeguarding and child protection, anti-bullying, behaviour, GDPR and Data Protection Policy, Acceptable Use of Technology Policies, confidentiality and relevant curriculum policies including computing, Personal Social and Health Education (PSHE) including Relationships, Sex and Health Education and Mobile and Smart Technology and Social Media Policy.
- This policy applies to all images, including still and video content taken by Higham Primary School.
- All images taken by Higham Primary School will be used in a manner respectful of the Data Protection Principles. This means that images will be processed:
  - fairly, lawfully and in a transparent manner
  - for specified, explicit and legitimate purposes
  - in a way that is adequate, relevant limited to what is necessary
  - to ensure it is accurate and up to date
  - for no longer than is necessary
  - in a manner that ensures appropriate security
- The DSL, Data Controller, management team overseen by the Governing Board are responsible for ensuring the acceptable, safe use and storage of all camera technology and images within the setting. This includes the management, implementation, monitoring and review of the Image Use Policy.

#### **Parent Consent**

- Written and/or online permission from parents or carers will always be obtained before images and/or videos of children are taken, used or published.
- Written and/or online parental consent will always be sought to take and use photographs offsite for professional, marketing and training purposes. This may be in addition to parental permission sought for onsite images.

- Written and/or online consents from parents will be kept by the setting where children's images are used for publicity purposes, such as brochures or publications, until the image is no longer in use.
- Parental permission will be sought on admission to Higham Primary School.
- A record of all consent details will be available to view online via Bromcom – My Child at School and any written paper versions kept securely on file. Should permission be withdrawn by parents/carers at any time, then all relevant images will be removed and disposed of and the record will be updated accordingly.

### **Safety of images and videos**

- All images taken and processed by or on behalf of Higham Primary School will take place using Higham Primary School provided equipment and devices (school owned memory stick, camera and IPADs).
- Staff will receive information regarding the safe and appropriate use of images as part of their data protection and/or safeguarding training.
- All members of staff, including volunteers, will ensure that all images are available for scrutiny and will be able to justify any images in their possession.
- Images will not be kept for longer than is to be considered necessary. A designated member of staff (DSL) will ensure that all photographs are permanently wiped from memory cards, computer hard and portable drives or other relevant devices once the images will no longer be of use.
- All physical images will remain on site, unless prior explicit consent has been given by both DSL and the parent or carer of any child or young person captured in any photograph.
- All digital images will be stored and shared internally via a secure password protected site with Multi Factor Authentication (MFA).
- The DSL reserves the right to view any images taken and can withdraw or modify a member of staffs' authorisation to take or make images at any time.
- Only official setting owned equipment and cameras will be used by staff to capture images of children for official purposes. Use of personal equipment and cameras by staff is prohibited.
- Any apps, websites or third-party companies used to share, host or access children's images will be risk assessed prior to use.
- Higham Primary School will ensure that images are always held in accordance with the General Data Protection Regulations (GDPR) and Data Protection Act, and suitable child protection requirements, if necessary, are in place.
- Photographs will be disposed of should they no longer be required. They will be deleted and wiped or shredded as appropriate. Copies will not to be taken of any images without relevant authority and consent from the DSL and the parent/carers.

### **Publication and sharing of images and videos**

- Images or videos that include children will be selected carefully for use, for example only using images of children who are suitably dressed.
- Images or videos that include children will not provide material which could be reused.
- Children's full names will not be used on the website or other publications, for example newsletters, social media channels, in association with photographs or videos.
- Higham Primary School will not include any personal addresses, emails, telephone numbers, fax numbers on video, on the website, in a prospectus or in other printed publications.

### **Usage of apps / systems to share images with parents**

- Higham Primary School uses Tapestry and Class Dojo to upload and share images of children with parents.
- The use of the system has been appropriately risk assessed and the governing body/Headteacher has taken steps to ensure all data stored is held in accordance with GDPR and the Data Protection Act.
- Images uploaded to Tapestry and Class Dojo will only be taken on Higham Primary School owned devices.
- All users of Tapestry and Class Dojo are advised on safety measures to protect all members of the community e.g., using strong passwords, logging out of systems after use etc.
- Parents/carers will be informed of the expectations regarding safe and appropriate use (e.g., not sharing passwords or copying and sharing images) prior to being given access. Failure to comply with this may result in access being removed.

### **Safe practice when taking images and videos**

- Careful consideration is given before involving very young or vulnerable children when taking photos or recordings, who may be unable to question why or how activities are taking place.
- Higham Primary School will discuss the use of images with children and young people in an age appropriate way.
- A child or young person's right not to be photographed is to be respected. Images will not be taken of any child or young person against their wishes.
- Photography is not permitted in sensitive areas such as changing rooms, toilets, swimming areas etc.

### **Use of Closed-Circuit Television (CCTV)**

- All areas which are covered by CCTV will be well signposted, and notifications are displayed so that individuals are advised before entering such vicinity.
- Recordings will be retained for a limited time only and for no longer than their intended purpose; this will be for a maximum of 31 days. All recordings are to be erased before disposal.
- Regular auditing of any stored images will be undertaken by the Data Controller and/or DSL or other members of staff as designated by the management team.
- If cameras record activities taking place on the premises which are of a criminal nature or give any cause for concern, then information will be referred to the appropriate agency.
- CCTV cameras will be appropriately placed within the setting.

### **Use of webcams**

- Parental consent will be obtained before webcams will be used within the setting environment for educational purposes.
- All areas which are covered by webcams for security or safeguarding purposes will be well signposted, and notifications are displayed so that individuals are advised before entering such vicinity.
- Recordings will be retained for a limited time only and for no longer than their intended purpose; this will be for a maximum of 30 days. All recordings are to be erased before disposal.

## **Use of photos and videos of children by others**

### **Use of photos and videos by parents / carers**

- Parents/carers are permitted to take photographs or video footage of events for private use only. Parents/carers who are using photographic equipment must be mindful of others, including health and safety concerns, when making and taking images.
- The opportunity for parents/carers to take photographs and make videos can be reserved by Higham Primary School on health and safety grounds.
- Parents/carers are only permitted to take or make a recording within designated areas of Higham Primary School. Photography is not permitted in sensitive areas such as changing rooms, toilets, swimming areas etc.
- Prior to the commencement of any in-school event reminders will be given by the DSL/staff member that any images/videos taken will be for personal use only.
- The right to withdraw consent will be maintained and any photography or filming on site will be open to scrutiny at any time.
- Parents may contact the Higham Primary School DSL to discuss any concerns regarding the use of images.
- Photos and videos taken by Higham Primary School and shared with parents should not be shared elsewhere, for example posted onto social networking sites. To do so may breach intellectual property rights, data protection legislation and importantly may place members of the community at risk of harm.

### **Use of photos / videos by children**

- The use of personal devices by children are not permitted within Higham Primary School. Mobile phones and/or any other personal electronic device are collected by the class teacher at the start of every day and held in the school office. Devices will only be returned to children at the end of the school day or when the child leaves the school premises.
- All staff will be made aware of the acceptable use rules regarding children's use of cameras and will ensure that children are appropriately supervised when taking images for official or curriculum use. Members of staff will role model positive behaviour to the children by encouraging them to ask permission before they take any photos.
- Photos taken by children for official use will only be taken with parental consent and will be processed in accordance with GDPR and the Data Protection Act.
- Parents/carers will be made aware that children will be taking photos/videos of other children and will be informed how these images will be managed. For example, they will be for internal use by the setting only and will not be shared online or via any website or social media tool.
- Photos taken by children for official use will be carefully controlled by Higham Primary School and will be checked carefully before sharing online or via digital screens.
- Still and video cameras provided for use by children and the images themselves will not be removed from the setting.

### **Use of images of children by the media**

- Where a press photographer is to be invited to celebrate an event, every effort will be made to ensure that the newspaper's, or other relevant media, requirements can be met.
- A written agreement will be sought between parents and carers and the press which will request that a pre-agreed and accepted amount of personal information (such as first names only) will be published along with images and videos.

- The identity of any press representative will be verified and access will only be permitted where the event is planned, and where the press are to be specifically invited to attend. No authorisation will be given to unscheduled visits by the press under any circumstances.
- Every effort will be made to ensure the press abide by any specific guidelines should they be requested. No responsibility or liability however can be claimed for situations beyond reasonable control, and where the setting is to be considered to have acted in good faith.

**Use of external photographers (this may include volunteers such as staff or parents)**

- External photographers who are engaged to record any events will be prepared to work according to the terms of Higham Primary Schools Mobile, Smart Technology and Social Media Policy.
- Photographers will sign an agreement which ensures compliance with GDPR and the Data Protection Act.
- Images taken by external photographers will only be used for a specific purpose, subject to parental consent.
- Photographers will not have unsupervised access to children and young people