Alfriston School

Image Use Policy

September 2026

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 Alfriston 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, the governing board, 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; Child Protection & Safeguarding, Behaviour, Anti-Bullying, Data Transit, Online Safety, ICT Acceptable Use Policy & Agreement, Confidentiality and relevant curriculum policies.
- This policy applies to all images, including still and video content taken by Alfriston Primary School.
- All images taken by Alfriston 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 Headteacher and management team are responsible for ensuring the acceptable, safe use and storage of all technology able to take photos and/or videos and for images within the setting. This includes the management, implementation, monitoring and review of the Image Use Policy.

Parental consent

- Written permission from parents or carers will always be obtained before images and/or videos of children are taken, used or published.
- Written parental consent will always be sought to take and use photographs offsite for professional, marketing and training purposes.
- Written consent from parents or carers will be kept by the school 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 the school.
- A record of all consent details will be 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 Should permission be withdrawn by parents/carers at any time, then all relevant images will be removed and disposed of and the record will be updated accordingly.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 Alfriston Primary School will only take place using school equipment and devices.
- Staff will receive information regarding the safe and appropriate use of images as part of their data protection and 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. The Headteacher and/or School Business Manager 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 images will remain on site, unless prior explicit consent has been given by the Headteacher and the parent or carer of any child or young person captured in any photograph.
    - Should permission be given to take any images off site then all relevant details will to be recorded, for example who, what, when and why and data will be kept securely for example with appropriate protection.
- Any memory sticks or storage devices containing images of children to be taken offsite for further work will be suitably protected and will be logged in and out by the Headteacher or School Business Manager; this will be monitored to ensure that it is returned within the expected time scale.
- The Headteacher or School Business Manager reserve 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.
- Alfriston 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 returned to the parent or carer, deleted and wiped or shredded as appropriate. Copies will not to be taken of any images without relevant authority and consent from the Headteacher and the parent/carer.

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 publication, for example newsletters, social media channels, in association with photographs or videos.
- The school will not include any personal addresses, emails, telephone numbers on video, on the website, in a prospectus or in other printed publications.

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.
- The 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 room, toilets, swimming areas, etc.

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 at public events such as games day or summer fair 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 the school on health and safety grounds.
- Parents/carers are only permitted to take or make recordings within designated areas of the school. Photography is not permitted in sensitive areas such as changing room, toilets, swimming areas etc.
- The right to withdraw consent will be maintained and any photography or filming on site will be open to scrutiny at any time.
- Parents/carers may contact the school to discuss any concerns regarding the use of images.
- Photos and videos taken by the school and shared with parents/carers should not be shared elsewhere, for example posted onto social networking sites.

Use of photos/videos by children

- The school will discuss and agree age-appropriate acceptable use rules with children regarding the appropriate use of cameras, such as places children cannot take the camera, for example unsupervised areas, toilets etc.
- The use of personal devices e.g., mobile phones, tablets, children's own digital cameras, is covered within the school Online Safety policy.
- 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 the 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

- 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 press are 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

- 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

Children's Images: Frequently Asked Questions for Parents/Carers

Why do we need a policy?

Schools have always used photographs as a way of celebrating achievement or seeking publicity for fundraising etc. Families and children often enjoy seeing their loved ones in print or on a website. We want to ensure that everyone can continue to enjoy these activities safely. However, parents/carers need to be aware that placing any identifying information in the public domain has risks and will need to understand these issues to give properly considered consent. It is important that parents/carers and educational settings can fully consider the issues before any problems can arise.

So, what are the risks?

The most highly publicised and worrying risk is that a child who appears in the paper or on a web site may become of interest to a predatory sex offender. Locating people through the internet has become extremely easy, using widely available software, so if there is a picture and the name of a school/setting together with the name of the child then it could be quite easy to find out the child's address and even work out their likely route to school/setting. There are also other specific groups of children and families whose safety could be put at risk if identified e.g., families fleeing domestic abuse. To limit these potential risks, we will take appropriate steps, as outlined in the attached consent form, to safeguard children and the wider community.

Isn't this just scaremongering?

Sadly, not. There have been instances of families receiving unwelcome phone calls following appearances in the press. However, this is rare, so it is important to have a sense of proportion in these matters. Remember we want to celebrate success and achievement but parents must be aware of risks to make an informed decision.

What about school/setting websites?

The same concerns apply to school/setting controlled online sites; there is an added concern that images of children can be copied, manipulated or changed by another person. We can try to copy protect images and will use lower quality images, but this can be bypassed so cannot not be relied upon to keep images safe.

I want to do my own recording of the school/setting play/event is this okay?

Taking pictures or recordings of your own children for your own personal use is okay. The difficulty arises when other children are also filmed. It is important that we are all aware that some members of the community may be vulnerable and must not have their image shared online as they could be put at risk from harm. You may not always know who these people and we need everyone's support to protect the whole community. It's also important for us all to role model positive behaviour for children, so please do not post any images online which contain other children than your own. Parents/carers should not copy images from the school website.

Photo Permission Form – All Year Groups

At Alfriston Primary School, we sometimes take photographs of pupils. We use these photos on the school's website, on display boards around school and in articles in the local press to promote the school (eg. Cuckmere News, local newspapers).

We would like your consent to take photos of your child, and use them in the ways described. If you're not happy for us to do this, that's no problem – we will accommodate your preferences.

Please tick the relevant box(es) below and return this form to school.

I am happy for the school to take photographs of my child. ☐

I am happy for photos of my child to be used on the school website. ☐

I am happy for photos of my child to be used in articles in the local press to promote the school (children will not be named) ☐

I am happy for photos of my child to be used on internal displays. ☐

I am happy for photos of my child to be taken by an external photo company (organised by the school) and for a proof to be sent to me, so I have the option to purchase copies. ☐

I am happy for my child to be included in class photos taken by an external photo company (organised by the school) and I understand that a proof will be sent to the parent/carer of all the children in my child's class, so that they have the option to purchase. ☐

I am happy for photos of my child to be used in their school books (the book will be given to your child to take home when it is full). ☐

I am happy for photos of my child, to be used in other children's school books when they are included in the photo (books are given to children to take home when they are full). ☐

I am happy for photos of my child to be released as part of the Year 6 leavers memory stick if they are included in a photo (when children leave Alfriston School in Year 6 we provide each child with a non-encrypted memory stick of photos throughout their time with us. As our classes are mixed age the photos we take may include children who were in their class at the time but are in a different year group). ☐

I am happy for photos of my child to be used on the school Facebook page (the page is closely monitored by the school and only members can view the page. Only parents are allowed to become members). ☐

I am **NOT** happy for the school to take or use photos of my child (please only tick this if you do not want <u>any</u> photos taken of your child) ☐

If you change your mind at any time, you can let us know by emailing office@alfriston.e-sussex.sch.uk, calling the school on 01323 870203, or just popping in to the school office.

If you have any other questions, please get in touch.

Child's name: …… (please complete one per child)

Parent or carer's signature: …….. Date: …….

Video Permission

Child's name: ……..……

I am happy for my child to be filmed and for this to be **shared with other parent/carers.** ☐

I am happy for my child to be filmed and for this to be **put on the school website** ☐

I am happy for my child to be filmed and for this to be **shown in school** ☐
(to the other children, to school visitors, parents/carers)

I am **not** happy for my child to be filmed ☐

Signed (parent/carer): ……..

Parent/carer's name: ……

Date: ……..……..