



**Luston and Shobdon Community Primary Schools Federation  
including Luston Nursery**

## **Digital Images Policy**

<b>Last reviewed</b>	<b>22 Sep 2025</b>
<b>Renewal due</b>	<b>Sep 2026</b>

**This policy was ratified by our Governors and disseminated to all staff.**

At the Federation, we recognise that digital images are a useful tool within school with photography employed routinely in many ways, for example for record keeping, displays, teachers' lessons and the children's own work. On occasions, photographs are also used for the press and other promotional purposes. We also recognise the wishes of parents/carers to take photographs and/or video of their own children participating in school events. We are, however, also sensitive to the wishes and rights of parents/carers who may not want their children to be photographed and/or who might have concerns about the use of such images. We are aware of our responsibility to protect the children in our care from harm.

The taking of photographs in school is an increasingly complicated and sensitive area as technology has now made it much easier for pictures and images to be used and distributed inappropriately, both as printed material or as a web image. It is therefore important that schools take practical steps to ensure that pictures and images taken on school premises or at school events are done so in a way that reflects the protective ethos of the schools. To ensure that as far as possible the use of photography and video is used safely in school and in connection with school events, the advice provided below should be followed.

For ease of reference the following "school" photography definitions are provided:

**School Curriculum/Internal Use:** Photographs/digital images taken for curricular are displays, workbooks, school trips, notice boards, school events and/or assessment purposes.

**School Publicity Photography:** Photographs/digital images used to help promote and publicise the success of the school through newsletters or the prospectus. This may on occasion also involve agencies such as the local press.

**School Website Photography:** Photographs/digital images used to celebrate individual, class and/or team success or highlight good practice within the school. Photographs of children are always used anonymously.

**School Photographer:** Class and individual/family school photographs taken by a reputable commercial photographer and sold to parents/carers. Parents/carers are always advised of this in advance.

**School Events:** Photographs or video taken of school concerts, productions and other performance events, sports events (including sports day), sports fixtures and class assemblies. Unobtrusive and sensitive photography will normally be permitted, if it is possible at a particular point in the event, though some restrictions may be necessary for reasons of safeguarding/child protection or out of respect for the rights and privacy of parents/carers who have withheld or withdrawn consent for their child being photographed. Video or sound recording of copyright musical or theatrical performance is normally forbidden.

### **The Legal Position**

It is not illegal for photographs of children to be taken in school by staff using school equipment, but it is sensible to comply with all current recommendations and/or good practice recognition since photographs and video images may be classed as personal data under the terms of the Data Protection Act 1988. Therefore, such images may only be used for school publicity or other purposes in cases in which the consent of the parent/carer has not been withheld or withdrawn. At the Federation, we will not display personal images on websites, in publications or in a public place where such consent has been withheld or withdrawn and will, wherever possible, avoid naming individual children.

### **Parental Consent**

As a minimum requirement, all parents/carers will need to know that their children may be photographed at school and the opportunity will always be open for parents/carers to withhold or withdraw consent for:

1. Photographs or video taken by members of staff for school-based publicity and promotional purposes (school newsletters/prospectus) or for anonymous use on the school website.
2. Photographs or video taken by members of staff may appear in articles published by the Hereford Times and other local and national publications. First names may be used, but surnames will never appear alongside photos
3. Photographs or video may be used on school display boards inside the building. First names may be used but surnames will never appear alongside photos.

The Withholding or Withdrawal of Consent letter will be issued to all parents/carers each September and a central file record retained of responses received. If consent

is not specifically withheld or withdrawn by a parent/carer, then the school will imply that consent has been granted. The views of parents/carers who, for any reason do not wish their child/children to appear in such photographs will be always respected and all reasonable measure will be taken to ensure compliance with their request, including when on educational visits, sports fixture, etc.

### **Use and Storage of Digital Images**

Photographs taken as records or events or for educational purposes may be displayed around school on display boards and/or in evidence files and are then archived after use.

Photographs are not exchanged with anyone outside school or held for private use. The staff are only permitted to take digital images of children in “school or educational provision settings” and may only use school approved and purchased cameras or recording equipment. The use of personal mobile phones to take digital images is not permitted. Neither staff nor other adults within school are permitted to take photographs of children in one-to-one situations or when children are in vulnerable situations, such as when they are upset or not appropriately dressed.

As part of specific curriculum times and on certain special occasions (e.g. residential) children may be allowed by staff to take photographs of each other. This will always be at the discretion of staff, who will intervene, if necessary, to prevent the taking of inappropriate images or video.

Should the staff team learn about any inappropriate images involving children, the Federation will take immediate and proportional action including, if judged necessary by staff in consultation with the Designated Safeguarding Leads, recording and reporting any incident which could raise child protection concerns.

### **Photography during School Events**

While we recognise and will try to accommodate the wishes of family members to take photographs or video of their own children or grandchildren during school events, including concerts, production and other performance events, sports days etc., we also recognise that the taking of photographs, video and the increasing use of mobile phones to record images can prove very distracting to both the performers and others in the audience, especially when done insensitively. It is also the responsibility of the school to ensure that it is always compliant with safeguarding requirements and do not put at risk the safety of any vulnerable children. In addition, such events can involve all children throughout school or are the very least all the children from a particular key stage, and sometimes may even include children from other schools, such that complying with the wishes of those parents /carers who do not wish their child to be photographed is a complex and sensitive matter.

To minimise disturbance, the Federation will, if possible, arrange for official photographs of concerts, productions and other such performance events to be

recorded by nominated and DBS checked individuals (e.g. staff, governor) These photographs and/or video could then be made available to parents/carers for a donation to school funds shortly after the event when they sign to say it is solely for personal use and not for distribution.

However, if family members do wish to take photographs or video with their own cameras during a performance, or indeed during any other school event, the school will normally permit this, providing that the following ground rules are adhered to respect others and ensure safeguarding is not compromised:

In the case of concerts, productions and other performance events:

- As an invited guest of the school, ensure that you follow their requests as to when and where you can safely take photographs, and only of your own child. This will usually be at the end of an event and only in a particular area.
- Ensure that any, and all images 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 digital images, if requested to do so by staff.

To avoid any disappointment and confusion, all parents/carers will be notified of the requirement to observe the constraints on the use of photography and digital images in advance of any school performance, production or other similar events.

As noted above, it may be necessary for the Federation to request that no photography or filming take place at a school event (for example, to account for specific safeguarding needs.) In such circumstances, this restriction will, as far as possible, be made clear to all those attending before the event begins. Anyone who continues to take photographs, video or other images after being informed of such a restriction will be asked by a member of staff to stop and to delete any material they have recorded.

Please note that the use of personal cameras, mobile phone cameras or other recording equipment is prohibited on school premises at all other times. Children may then only be photographed by members of staff and using school equipment, and only if the parents or legal guardians of a child have not withheld consent. Please speak to the Executive Headteacher if you are unsure about the appropriate use of photographic or recording equipment and/or subsequent use and sharing of images.

### **School Website Images**

The Federation website supports communication with parents/carers and pupils and helps to promote and publicise the success of the school. Pupil's schoolwork is sometimes displayed on the website and can occasionally include discreet images of children engaged in curriculum or enrichment activities. However, images of children

are always used anonymously and never in cases in which parents/carers have withheld consent. Any subsequent requests from parents/carers to remove images of their children will always be respected.

The Federation has a duty of care and responsibility towards pupils, parents/carers and staff and the care, safety and privacy of the individual is the key feature of this policy.