



Bankfields Primary School

Photograph Policy

Approved by:	E Gatenby	Date:	September 2025
Last reviewed on:	September 25		
Next review due by:	September 27		

Contents

Policy Statement	3
Photographs for internal use	6
Media use	6
Family photographs at school events	7
Parental Consent	8

Photograph Policy

Policy Statement

Bankfields Primary School is obliged to comply with the General Data Protection Regulation (GDPR) and the Data Protection Act 2018 when it takes or publishes photographs of its pupils. The school will always try to act in the best interest of the pupils and, as far as it legally can, it will take parental preferences into account.

The Data Protection Act gives children rights over their own data when they are considered to have adequate capacity to understand. Most children will reach this level of understanding at around age 13. For children in a primary school, it will normally be up to the child's parent/guardian to decide whether or not they are to be photographed.

Photographs taken for curricular, assessment, security, registration, training and development or travel reasons will not be used for any other purpose. This includes EYFS pupils who may have their photographs taken to provide evidence of their achievements for developmental records (EYFS Framework 2025) and as part of their end of Foundation Stage Profile.

Publicity photography is helpful in publicising the success of the pupils and the school and in promoting educational initiatives. From time-to-time, members of the press and media are invited into school to cover events celebrating success. However, the views of parents who, for any reason, do not wish their children to appear in such photographs will be respected at all times as will the views of those pupils with capacity to consent. The school will judge each situation regarding photographs and video images portraying pupils on a case by case basis. The school will use reasonable judgement when using images for the progression of the school and its pupils whilst always respecting the wishes of the individual and their parents.

If you wish to express a preference for the school to avoid taking or publishing photographs of your child in certain circumstances then please indicate your preferences using the attached form. If no preferences are expressed then we will act in accordance with the principles expressed in this policy.

Digital and Video Images

The development of digital imaging technologies has created significant benefits to learning, allowing staff and pupils instant use of images that they have recorded themselves or downloaded from the internet. However, staff and pupils need to be aware of the risks associated with sharing images and with posting digital images on the internet. Those images may remain available on the internet forever and may cause harm or embarrassment to individuals in the short or longer term. There are many reported incidents of employers carrying out internet searches for information about potential and existing employees. The school will inform and educate users about these risks and will implement policies to reduce the likelihood of the potential for harm (see Acceptable Use Policy, Staff Code of Conduct, Online Safety and Artificial Intelligence Policy):

- When using digital images, staff should inform and educate pupils about the risks associated with the taking, use, sharing, publication and distribution of images. In particular

they should recognise the risks attached to publishing their own images on the internet e.g. on social networking sites.

- Staff are allowed to take digital / video images, using school equipment, to support educational aims, but must follow school policies concerning the sharing, distribution and publication of those images.
- Care should be taken when taking digital / video images that pupils are appropriately dressed and are not participating in activities that might bring the individuals or the school into disrepute.
- Pupils must not take, use, share, publish or distribute images of others (staff and pupils) without their permission
- Photographs published on the website, or elsewhere that include pupils will be selected carefully and will comply with good practice guidance on the use of such images.
- Pupils' full names will not be used anywhere on a website, blog or social media, particularly in association with photographs.
- Written permission from parents or carers will be obtained before photographs of pupils are published on the school website, social media or for other promotional material (appendix 1)
- Pupils are prohibited to bring cameras and mobile phones into school.
- Visitors, volunteers and staff are not permitted to use their own mobile phones to take or record any images of pupils at any time, unless authorisation is given by the school to do so.

Photography by School Staff

School staff can be involved in the photography of pupils and staff for the following main purposes:

- Pupil administration.
- Curriculum or course work.
- EYFS Profile record keeping and evidence gathering.
- Corporate and community activities.

Good Practice

The following advice represents good practice in the use of photographic images involving pupils.

1. When taking a picture the school must obtain the consent of the person in the picture (for pupils over the age of 13 with capacity) or their parent or carer for all other pupils including EYFS pupils.
2. Ensure that the commitment made in the consent form (appendix 1) is followed:
 - a. Not to name the pupil
 - b. Not to use the photograph out of context
 - c. Not to use the photograph to illustrate sensitive or negative issues

3. When photographing pupils:

- a. Check pupils or parents/carers have given permission through the Consent Form (appendix 1). Staff should note that a list of pupils without Media Consent will be kept centrally. It is each member of staff's responsibility to check this list if they intend to use any images of pupils.
- b. Ensure all pupils are appropriately dressed.
- c. Avoid photographs that only show a single child with no surrounding context of what they are learning or doing. A photograph for identification purposes e.g. for identification purposes on the school's management information system, may endure for several years but should not be retained when replaced or expired.
- d. Do not use images of a pupil who is considered vulnerable.
- e. Avoid naming pupils. If a name is required, use only the first name.
- f. Use photographs that represent the diversity of the pupils participating e.g. events such as, Sports day and Fundraising Events may be recorded by video and photographs by staff. However, School Productions and the EYFS Nativity Play will be photographed by the school and parents will be requested to only do so for their personal use and not to be shared or published.
- h. Report any concerns relating to any inappropriate or intrusive photography to the Safeguarding Officer.
- i. Do not use any images that are likely to cause distress, upset or embarrassment.

4. Staff should use school equipment wherever possible for recording images of children. If exceptionally it is necessary for staff to use their own equipment (e.g. due to the malfunction of school equipment or an unexpected event) then the image should be handed to the school at the earliest opportunity and deleted from staff equipment, including mobile phones.

5. Visitors are not permitted to take photographs of pupils.

6. Photographs taken by staff on visits may be used in the curriculum and displayed within the school or at parents' evenings to illustrate the work of the school provided they have the appropriate consent.

7. Copyright and use of photographs is carefully controlled by and retained safely by the school. Photographs taken professionally are circulated to parents, for purchase, by way of a secure, password protected website.

Examples of Specific Situations where Photographs may be Taken

1. Inter-School Fixtures

If a pupil who is vulnerable or does not have consent is involved in such an event, it is necessary to liaise with a member of staff from the other establishment so they are aware of the parent/carers wishes and can seek the cooperation of the parents from the opposing team. In this situation spectating pupils must be made aware they cannot take, use, share, publish or distribute images of others without their permission.

2. Teacher Training Portfolios

It will be necessary during teacher training and the ECT induction period for colleagues to compile portfolios of evidence. Staff must act responsibly when compiling these images and a member of the SLT may wish to see the images in the portfolio to consider their appropriateness.

3. Displays

Displays must depict pupils in an appropriate way and the relevant permissions must be obtained.

4. Practical Examination Evidence

It is good practice for colleagues to confirm what will happen to video evidence used to assess practical elements of an examination with the external examiner during their visit to the school. Any identifiable imagery or documentation must be properly secured/protected.

5. Newspapers

Team photographs – if a parent is not happy to have a child's name printed on a photograph or even be included in the photograph then consideration must be given to publishing the team without any names, or without some pupils. Photograph Opportunities – newspapers will not normally publish photographs of small groups of pupils without full names. This means that often the school will only be able to offer photograph opportunities to those pupils who parents are happy for them to be photographed or named.

6. Internet Sites

Only appropriate images must be used on the website or social media pages. For example a pupil who has achieved success in swimming should only be photographed in a tracksuit and not in a swimsuit.

Ordinarily the following rules will apply to photographs in the school:

Photographs for internal use

- The school will take photographs for its own use. Usually these will be unnamed photographs (or first name only) and will generally be for internal school use but may also includes photographs for publication, such as photos for the prospectus, or to show on slides during presentations. Unnamed photographs may also be used on display boards which can be seen by visitors to the school.
- When the photograph is taken, the pupil will be informed that a photograph is being taken and told what it is for so that they can object if they wish.
- If the school wants to use named photographs then it will obtain specific consent from the pupil (where they have adequate capacity), or abide by the preference stated by the parent/guardian on the attached form.
- Please be aware that should your child leave the school and they or you wish to withdraw consent to use an image, then it will be necessary for this to be stated in writing.

Media use

- The school will give proper consideration to the interests of its pupils when deciding whether to allow external organisations to take photographs or to film.
- When the media are allowed to be present in the school or at school events, this will be on the condition that they observe this policy.
- Where the media are allowed to be present at a particular event the school will make sure that pupils and/or their parents or carers are informed of the media presence. If no

objection is received, then the school will assume that unnamed photographs may be published.

- If the media wants to publish named photographs then they must obtain specific consent from those pupils with capacity to consent of the parents/carers of those without capacity. The school will require the media to check with the school before publication so that they can check the completed parental consent form.

Family photographs at school events

- It shall be at the discretion of the school whether photographs may be taken at a school event.
- Family and friends taking photographs for the family album will not be covered by Data Protection legislation.
- Where the school decides to allow such photography, the family and friends must not publish any photographs showing children other than their own on the internet or social media.

Appendix 1 - Parental Consent

The purpose of this form is to obtain consent from parents/carers to use photographs and other 'media' to promote the school and to celebrate publicly, the successes and achievements of pupils, both during and after their education at the school.

Where a pupil is deemed to have the capacity to give consent themselves, then the preferences expressed on this form will be considered alongside the views of the pupil.

From time to time representatives of the news media are invited to cover events at the school. When this happens there is a possibility your child/ren may be photographed, videoed, or interviewed for a news story.

I hereby consent to the use of photographs/videos/interviews taken of my child/ren by the school or the media for the purposes of advertising or publicising events, activities, facilities, programmes of the school in newspapers, newsletters, website, other publications, television, radio and other communications and advertising media.

Please tick one of the choices below:

- ☐ Yes, I allow my child/ren to be used for publicity by and for the school (as mentioned above)
- ☐ No, I do not want my child/ren to be used for publicity by and for the school (as mentioned above)

There may be occasions where a newspaper or magazine article is written about an event, the success of a sports team or winners of a competition, in these cases the newspaper or magazine will want to publish photographs with names attached. I hereby consent to the use of photographs taken of my child/ren by Newspapers or magazines to celebrate victories or recognise events to be published with the name of my child associated with the picture.

Please tick one of the choices below:

- ☐ Yes, I allow my child/ren to have their name associated with their photograph in newspaper or magazine articles (as mentioned above)
- ☐ No, I do not want my child/ren to have their name associated with their photograph in newspaper or magazine articles (as mentioned above)

Social Media/Website:

- ☐ Yes, I allow my child/ren to be used on the school social media/websites
- ☐ No, I do not want my child/ren to be used on the school social media/websites

Printed Name(s) of Child/ren:

Printed Name of Parent or Carer:

Signature of Parent or Carer:

Date:

We do not share your contact information with outside parties