

St Anne's Infants' School

Photography, Images and Videos Policy



1. Aims

St Anne's Infants' School recognises that photographs and videos can be a valuable way of celebrating achievement, recording learning and promoting the work of the school. The school is committed to ensuring that all images are captured, stored and used safely, lawfully and in a manner that protects children's privacy, dignity and welfare.

2. Principles

The school will:

- Use photographs and videos in a way that safeguards pupils.
- Comply with UK GDPR and data protection legislation.
- Obtain appropriate parental consent.
- Respect the wishes of children and families where consent is not provided.
- Ensure images are only used for their intended purpose.
- Promote a culture of safe and responsible image use.

3. Consent

Parents/carers will be asked to provide consent for the use of photographs and videos when their child joins the school and will have the opportunity to review or amend their preferences.

Consent options may include:

- Internal school displays and learning journals.
- Promotional and marketing materials.

The school will maintain an up-to-date record of consent and ensure staff are aware of any restrictions.

4. Taking Images

At St Anne's Infants' School, photographs may be taken to celebrate learning, record achievements and provide evidence of curriculum experiences. Images are primarily used within children's individual learning records, exercise books, curriculum floorbooks, displays and other educational documentation.

To protect children's privacy and safeguard their welfare:

- Children will not be identified by full name alongside photographs.
- The school does not publish photographs of pupils on social media platforms.
- Where photographs are used to record learning experiences, every effort will be made to capture images from behind, showing only the backs of children's heads, hands engaged in activities or work being completed.
- Staff will avoid taking images which clearly identify individual pupils unless there is a specific educational purpose and appropriate consent is in place.
- Images used in curriculum floorbooks, learning journals and children's books will be used solely to support teaching, learning and assessment.
- Photographs will be taken using authorised school devices only and stored securely in accordance with the school's Data Protection Policy.
- Images will not be shared outside school without appropriate parental consent and a clear educational or regulatory purpose.
- Group and class photographs, other than the annual official class photograph, must not be shared directly with parents/carers or uploaded to Tapestry. Such images may only be used or distributed in accordance with the school's consent, safeguarding, and data protection procedures.
- Parents and carers may withdraw consent for photography at any time by contacting the school office or via the Parent Consent tab on MCAS.

The school recognises that photographs can provide valuable evidence of children's learning and achievements. However, the privacy, dignity and safety of every child will remain paramount when capturing, storing and using images.

6. Storage and Security

All images will be stored securely on approved school systems.

The school will:

- Restrict access to authorised staff.
- Ensure images are protected from unauthorised access.
- Delete images when they are no longer required.
- Follow the school's retention and data protection procedures.

7. Parents and Carers Taking Photographs

Parents/carers are welcome to take photographs or videos during designated school events unless advised otherwise.

Parents/carers must:

- Use images for personal family use only.
- Not post images containing other children on social media without permission from the relevant parent/carer.
- Follow any instructions provided by the school regarding photography at events.

The school reserves the right to restrict photography where safeguarding concerns exist.

8. Social Media

The school will not use photographs and videos on official school social media accounts

9. Safeguarding Concerns

Particular care will be taken where:

- A child is subject to a court order.
- There are safeguarding concerns.
- A child is looked after by the local authority.
- There are specific family circumstances that make image sharing inappropriate.

The Designated Safeguarding Lead will advise where additional restrictions are required.

10. Monitoring and Review

The Headteacher and Designated Safeguarding Lead are responsible for implementing this policy. The policy will be reviewed annually or sooner if legislation or guidance changes.