



## Taking, Storing and Using Images of Children Policy Whole School and EYFS

Signed: Dr Pamela Edmonds

Date reviewed: June 2026

Date of next review: July 2027

### INTRODUCTION

This policy is intended to provide information to pupils and their parents, carers or guardians (referred to in this policy as 'parents') about how images of pupils are normally used by Parsons Green Prep ('the school'). It also covers the school's approach to the use of cameras and filming equipment at school events and on school premises by parents and pupils themselves, and the media.

It applies in addition to the school's terms and conditions/parent contract and any other information the school may provide about a particular use of pupil images, including e.g. signage about the use of CCTV and more general information about use of pupils' personal data.

Images of pupils in a safeguarding context are dealt with under the school's relevant safeguarding policies

### 1. General Points to be aware of

- Certain uses of images are necessary for the ordinary running of the school; other uses are in the legitimate interests of the school and its community. The school is entitled lawfully to process such images and take decisions about how to use them, subject to any reasonable objections raised.
- Parents who accept a place for their child at the school are invited to agree to the school using images of him/her as set out in this policy, by signing a copy of the policy below.
- However, parents should be aware of the fact that certain uses of their child's images may be necessary or unavoidable (for example if they are included incidentally in CCTV or a photograph).
- We hope parents will feel able to support the school in using pupil images to celebrate the achievements of pupils; to promote the work of the school; and for important administrative purposes such as identification and security.
- However, any parent who wishes to limit the use of images of a child for whom they are responsible should contact the Head in writing. The school will respect the wishes of parents/carers (and indeed pupils themselves) wherever reasonably possible, and in accordance with this policy.



## 2. The taking and Use of Pupil Images

- Unless the relevant pupil or his or her parent has requested otherwise, the school may use images of its pupils to keep the school community updated on the activities of the school, and for marketing and promotional purposes, but these images will be, where possible, captured from a distance, from over the shoulder, or in ways that avoid clearly identifying individual children including group shots or images that do not show faces directly. In Reception, the use of 'Evidence Me' will be limited to individual photos shared solely with the parents of the child in question.
- School events may be recorded while ensuring that no child appears in photographs or recordings without appropriate parental consent. In some cases, we may decide not to record events at all. Even where consent has been given by all parents at an event, we will remind parents of the importance of not sharing recordings more widely or on social media in order to protect all the children involved. Images of pupils who have left the school are deleted in accordance with our data retention procedures and images of children held by the school are deleted each academic year.
- In line with government guidance, we maintain a mobile phone-free environment, including during school events and off-site activities. This is to ensure that safeguarding expectations are consistently upheld and to support pupils' wellbeing.
- All staff are trained to recognise and respond to concerns relating to image misuse, including online abuse or manipulation. Should any concerns arise, we will act swiftly in line with our safeguarding procedures and, where appropriate, involve external agencies, including the police.
- The use of images in ways that avoid clearly identifying individual children including group shots or images that do not show faces directly may include:
  - on internal displays (including clips of moving images) on digital and conventional notice boards within the school premises;
  - in communications with the school community (parents, pupils, staff, governors and alumni) including by email, on the school intranet and by post;
  - alternative imagery and digitally altered images will be used on the school's website and, where appropriate, via the school's social media channels, e.g. Instagram, X and Facebook.
  - in the school's prospectus, and in online, press and other external advertisements for the school. Such external advertising would not normally include pupil's names, and in some circumstances the school will seek the parent or pupil's specific consent, depending on the nature of the image or the use.
- The source of these images will predominantly be the school's staff (who are subject to policies and rules in how and when to take such images) or a professional photographer for marketing and promotional purposes, or occasionally pupils. The school will only use images of pupils in suitable dress and the images will be stored securely and centrally.

## 3. Use of Pupil Images for Identification and Security

- All pupils are photographed on entering the school and, thereafter, at yearly intervals, for the purposes of internal identification. These photographs identify the pupil by name, year group, house and form group.



- CCTV is in use on school premises and will sometimes capture images of pupils. Images captured on the school's CCTV system are used in accordance with the School's Privacy Notices, and any other information or policies concerning CCTV which may be published by the school from time to time.

#### 4. Use of Pupil Images in the Media

- Where practicably possible, the school will always notify parents in advance when the media is expected to attend an event or school activity in which school pupils are participating, and will make every reasonable effort to ensure that any pupil whose parent or carer has refused permission for images of that pupil or themselves to be made in these circumstances are not photographed or filmed by the media nor such images provided for media purposes.
- The media often asks for the first name of the relevant pupils to go alongside the images, and these will be provided where parents have been informed about the media's visit and no objection from the parents has been received.

#### 5. Security of Pupil Images

- Professional photographers and the media are accompanied at all times by a member of staff when on school premises. The school uses only reputable professional photographers and makes every effort to ensure that any images of pupils are held by them securely, responsibly and in accordance with the school's instructions.
- The school takes appropriate technical and organisational security measures to ensure that images of pupils held by the school are kept securely on school systems and protected from loss or misuse. The school will take reasonable steps to ensure that members of staff only have access to images of pupils held by the school where it is necessary for them to do so.
- All staff are given guidance on the school's Policy on Taking, Storing and Using Images of Pupils, and on the importance of ensuring that images of pupils are made and used responsibly, only for school purposes, and in accordance with the school's policies and the law.

#### 6. Use of Cameras and Filming Equipment (including mobile phones) by Parents

- The school has a no mobile phone policy. Parents are not permitted to take photographs of children at the school. Parents are reminded that copyright issues may prevent the school from permitting the filming or recording of some plays and concerts. The school will always print a reminder in the programme of events where issues of copyright apply.
- The school sometimes records plays and concerts professionally (or engages a professional photographer or film company to do so), in which case digital copies may be made available to parents. Parents of pupils taking part in such plays and concerts will be consulted if it is intended to make such recordings available more widely.



The school reserves the right to refuse or withdraw permission to film or take photographs (at a specific event or more generally).

## 7. Use of Cameras and Filming Equipment by Pupils

- All pupils are encouraged to look after each other and to report any concerns about the misuse of technology, or any worrying issues to a member of the pastoral staff.
- The use of cameras or filming equipment (including on mobile phones) by parents and visitors is not allowed. Parents and visitors must gain consent from the Head for any requests to take photographs or to record a school event.
- The misuse of images, cameras or filming equipment in a way that breaches this Policy, or the school's Anti-Bullying Policy, Data Protection Policy for Pupils, Parents, IT Acceptable Use Policy for Pupils or Safeguarding Policy are always taken seriously and may be the subject of disciplinary procedures.

## WITHDRAWAL OF CONSENT AND UPDATE OF INFORMATION

Parents are fully entitled to withdraw consent, or update information at any point, by contacting the School Office. We will remind parents annually of their right to withdraw/update their consent. Any parent who wishes to limit the use of images of their child for whom they are responsible should contact the Head in writing and indicate their preference on the school's photo permissions form.