St Catherine's
CE PRIMARY SCHOOL

Photography and filming policy statement 2025-26

This policy statement sets out the overarching principles that guide our approach to photographs/videos being taken of children during our events and activities to ensure that we operate in line with our values and within the law when creating, using and sharing images of children and young people.

This policy statement applies to all staff, volunteers, families and all other adults associated St Catherine's CE Primary School.

Legal framework
This policy has been drawn up on the basis of legislation, policy and guidance that seeks to protect children in England. we have a responsibility to promote the welfare of all children and young people and to take, share and use images of children safely.

We believe that:

- **Parents/carers should be able to record memorable moments within their children's school lives in photographs and/or video.** In deciding whether or not it is appropriate to allow the use of photography/video it is important to protect the children in our care. There are occasions when it would not be appropriate e.g. when swimming or getting changed before or after a school performance.
- Children, their parents and carers have a right to decide whether their images are taken and how these may be used, regardless of age, disability, gender reassignment, race, religion or belief, sex or sexual orientation.
- Consent to take images of children is only meaningful when children, their parents and carers understand how the images will be used and stored, and are fully aware of the potential risks associated with the use and distribution of these images there are potential risks associated with sharing images of children online. Although some parents/ carers of children are happy to have photos posted on social media - in some cases, posting images online that could identify a child could put them at risk. (e.g. those who are the subject of safeguarding; a child who has been adopted or fostered, or who has an injunction against a family member)

Photography permissions

- Upon registration at the school, parents/carers sign consent for photographs to be taken for such purpose. Parents and relatives need to be aware that such photographs are for personal use only and must not be circulated more widely than the family. With due regard to child protection advice and data protection legislation, photographs/video should not be placed on the internet e.g. social media sites.
- **Parents/carers may take photographs/video of school events e.g. Christmas plays, sports days and activity days**. This applies to cameras, videos and mobile phones.
- Parents must follow guidance from staff as to when during an activity, photography/videoing is permitted and where to stand in order to minimise disruption to the activity. The welfare of the children and young people taking part in our activities is paramount.

If we become aware that parents/carers, have infringed a rule such as posting photos including other pupils, we will contact them and ask them to remove the content.

- If a child or their family withdraw consent for an image to be shared, it may not be possible to delete images that have already been shared or published.

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We will seek to keep children safe by:

- Asking for consent from a child's parents/carers before taking and using a child's image.
- Explaining what images will be used for, how they will be stored and what potential risks are associated with sharing images of children.
- Changing the names of children whose images are being used in our published material whenever possible (and only using first names if we do need to identify them).
- Never publishing personal information about individual children.
- Ensuring that images of children are securely stored on the school cloud storage system (google drive) and management information system for the time that the children are enrolled at St Catherine's CE Primary School.
- Reducing the risk of images being copied and used inappropriately by:
  - Only using images of children in appropriate clothing,
  - Avoiding full face and body shots of children taking part in activities such as swimming where there may be a heightened risk of images being misused,
  - Using images that positively reflect young people's involvement in the activity.
- The school has a procedure for reporting and acting upon concerns about safeguarding and child protection, detailed in our safeguarding policy. All staff receive annual training ensuring that staff know the procedures to follow to keep children safe.

Photography and/or filming for personal use only

When children themselves, parents, carers or spectators are taking photographs or filming at our events and the images are **for personal use only**, we will publish guidance about image sharing in the event programmes and/or announce details of our photography policy before the start of the event.

This includes:

- Asking for photos taken during the event **not to be shared on social media.**
- Reminding children, parents and carers who they can talk to if they have any concerns about images being shared.
- Parents should be mindful that:
  - some children are at risk and **MUST NOT** have their image put online. Not all members of the community will know who these children are.
  - Some people do not want their images online for personal reasons.
  - Some children and staff may have a complex family background which means that sharing their image online can have unforeseen consequences.
  - Therefore, in order to keep all members of the community safe we must all **'Think; don't post children online'.**

If children, parents/carers do not consent to photographs/films being taken, we will respect their wishes. We would ask these parents/carers to work with us to find alternative arrangements, which protect their child(ren) from exposure, within reasonable use of school resources, and without detriment to other children and families' opportunities to capture precious developmental moments and memories.

Parents/carers who do not give consent to photographs/films being taken should contact the Headteacher in good time (at least 2 weeks before or no more than 1 day after notification of the event if this is shorter) before any public show, performance or activity to agree personal arrangements.

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If we hire a photographer for school events, we will seek to keep children and young people safe by:

- Providing the photographer with a clear brief about appropriate content and behaviour,
- Ensuring the photographer wears identification at all times,
- Taking and using images in line with existing parental consents or seeking specific consents directly from parents
- Ensuring the photographer's contact with children is in line with our Safeguarding Procedures
- Reporting concerns regarding inappropriate or intrusive photography following our child protection procedures.

Photography and/or filming for wider use

If people such as local journalists, professional photographers (not hired by the school) or parents/carers wish to record one of our events and share the images professionally or in the wider world, they **MUST** seek permission from the Headteacher in advance.

The people/companies should provide:

- The name and address of the person using the camera,
- The names of children they wish to take images of (if possible)
- The reason for taking the images and/or what the images will be used for,
- A signed declaration that the information provided is valid and that the images will only be used for the reasons given.
- St Catherine's CE Primary School will verify these details and decide whether to grant permission for photographs/films to be taken. We will seek consent from the parents/carers of the children who are the intended subjects of the images and inform the photographer of anyone who does not give consent.
- At the event we will inform children, parents and carers that an external photographer is present and ensure the photographer is easily identifiable, for example by issuing them with a coloured identification badge.

Storing images

We will store photographs and videos of children securely, in accordance with our safeguarding policy and data protection law. Electronic images will be stored on the school google drive account which is a secure, restricted cloud area.

St Catherine's CE Primary School strictly prohibits staff and volunteers from using any personal equipment to take photos and recordings of children. Only cameras or devices belonging to the school should be used.

Concerns

If parents/carers have any concerns about inappropriate or intrusive photography at a school event, they should report their concerns immediately to a member of school staff.

Policy Review and Dissemination

All members of staff, governors and parents/carers will receive a copy of this policy. This policy statement will be reviewed, evaluated and updated on an annual basis to assess its relevance and effectiveness. Any changes to this policy will be communicated to all staff members, governors and parents/carers.

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Appendix 1

ICO questions and answers - https://ico.org.uk/for-the-public/schools/photos/

Does the data protection law stop me taking photographs of my children at school?
Data protection law doesn't apply to the use of personal data for 'purely personal or household activity'. This means that the law doesn't prevent you from taking photos or videos for personal use (see below for further guidance on personal use). However, schools may have their own policies, separate from data protection law, on whether or not they allow parents or guardians to take photos or videos at school events.

Personal use and social media
If you post photos or videos taken at a school event to your private social media account, only viewable by friends or family, this is likely to fall within the definition of personal use. This means data protection law does not apply.

However, if you post photos or videos to a public account, viewable by an indefinite number of people, this is likely to go beyond personal use. In this instance, you will need to be aware of your obligations under data protection law. You are not necessarily prevented from posting images on a public account. However, you will need to consider whether individuals in the photos or videos would reasonably expect the images to be used in this way. Data protection law states that you must take extra care when using children's personal data, to ensure their interests are protected.

Advice from the Information Commissioner's Office if Images are Posted Online
If images of you or your child have been posted online, you can request that they are removed. **We recommend that you first contact the account owner to ask them to remove the images.** In most cases, the account owner should agree to a request to take down images of another individual uploaded to their personal account. We recommend allowing one month for a response. If they refuse or don't reply you can **submit a complaint to the ICO - helpline on 0303 123 1113. https://ico.org.uk/make-a-complaint/** At that point we may contact the account owner to ask them to resolve the concern.