



# Digital Images Policy

Written By: H. Plant  
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## Digital Images

To enhance learning opportunities, children and teachers are using digital cameras, iPads and videos as a means of collecting evidence for assessment, class assemblies, productions, school trips and other first-hand experiences.

Furthermore, images of children are used in school promotions in the form of the school website, newsletter, social media, displays or press coverage, as well as by other parents when videoing school productions/assemblies.

## Staff Responsibilities – Planning Images Of Pupils

Images and details of pupils published together, allow for the remote possibility that people outside of school could identify them and attempt to contact pupils directly. Staff must ensure these guidelines are followed to minimise the risk of such unsolicited attention:

- Where possible, use general shots of classrooms or group activities rather than close up pictures of individual children. Photographs taken from over the shoulder or behind are less identifiable.
- Use images of children dressed suitably and never images of children getting changed.
- Images of children participating in PE may be used if care is taken to protect their identity and modesty. Images of children participating in swimming lessons **should not** be used.
- Include images of children from different ethnic backgrounds and positive images of those with disabilities, to promote school as an inclusive community and to comply with the Disability Discrimination Act.
- Consider whether it is necessary to use photographs of children, when a photograph of their work may be sufficient instead.
- When no longer needed, photographs are to be disposed of by being returned to the child or parents, or shredded. **Photographs should not be disposed of using general waste.**
- Care should be taken when using children's images in work books. Images of other children should only be used if we have permission to use their image on the website.

## Identifying Children and Young People

When publishing photographs in a newsletter on social media or the school website, school must ensure:

- If the pupil is named, avoid using their photograph. If the photograph is used, avoid naming the pupil. If a name is used with a photograph, only a first name should be used (for example when showing off a child's achievements).
- The minimum amount of information is used. It is not necessary to accompany a picture with the pupils' names, year group and school.
- Members of staff can take photographs and videos of children for educational purposes as a record of their learning, but must only use school-based digital cameras, iPads or video recorders. **Personal mobile phones are not to be used.**
- Images must be stored securely on encrypted memory sticks or on the secure Staff Share. Images can be stored on school systems for pupils (Pupil Share) if necessary, but careful consideration should be taken due to the fact that this can be accessed by others around school.

## GDPR:

- All data is processed in accordance with the requirements of the General Data Protection Regulation (GDPR). Digital images of children should be deleted when the child leaves the school. For further details of how we use your data, please see our Privacy Notice <http://www.highfields.sandwell.sch.uk/our-school/3980-privacy-statement.html>.

## Parental Consent and Responsibility

- Parental consent regarding use of their child's image will be sought when a child begins at school and will last for the period of time that the child attends the school. Consent may be withdrawn at any time and should be done so in writing. Additional consent forms may be sent out during the child's time at school, to check if permissions have changed (for example for specific trips/activities). Consent can be given in writing by parents for special occasions such as school trips, residential trips and class assemblies, but this should be recorded and retained by the class teacher.
- Parental permission is sought for photographs used by external agencies such as local newspapers or educational publications. Children's images should only be used for press purposes if press permission has been sought.
- Parents or carers must also give permission for photographs or videos of children to be posted on our website, social media or used in our newsletter. This will come as part of the parental consent form sent out when a child starts school. Under no circumstances do full names appear alongside images. First names can be used, only if needed.
- In addition, parents have the right to take photographs or videos of class assemblies and school events, as long as it is for personal and family use only; to comply with the General Data Protection Regulation. Parents are required to sign to agree to this, in addition to giving permission for their own child's photograph to be used. Parents also have to sign to say that they will not post images of any other children in school on social media pages. This includes images taken during class assemblies and performances. The member of staff leading the class assembly will also give a verbal reminder of this.
- It is imperative that any photos of children taken by staff or parents are not uploaded to social network sites. Parents must sign an Acceptable Use Policy to agree this, before children can use the ICT equipment in school.
- Staff are to be vigilant at school events and to approach and question any person taking photographs or videos who they do not recognise.

This policy will be reviewed in April 2025.