



The Gateway Primary Academy

Photographic Images Policy

January 2026

Introduction

This Policy document provides guidelines on the use of photographic images of children in this school. It covers still, video and electronic photographic images, wherever they are used. The school recognises the need to make full and proper use of photographic images whilst meeting the law and preserving the safety of children. Concerns focus on issues around rights of privacy, child protection and copyright ownership including the use of photographic equipment by parents in school. This policy addresses the issues and provides advice on good practice. It applies in addition to the School's 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, e.g. the School's Privacy Notice. The policy has been endorsed by governors with responsibility for child protection and has been approved by the governing body of the school.

1. Typical uses of photography in this school will include:

- ♦ Assessment and evaluation purposes e.g. recording children with evidence of their work.
- ♦ Video based learning in PE, or drama or music sessions, providing records that can be used for analysing performance and progression.
- ♦ Displays in the school in classrooms and corridors.
- ♦ School publications e.g. newsletter, brochure etc.
- ♦ School website.
- ♦ Staff training and professional development activities.
- ♦ Performing arts records e.g. concerts, sports and drama performances.*
- ♦ Sports days and sports fixtures and the use of photographic equipment by parents and carers.*

* It is the school's policy to allow parents or carers to take photographic records of school events such as sports day, and Christmas performances and plays as long as the images are for their own private family use and should not be posted on social media. Should any parent/carers have concerns about this matter, they should raise their concerns about the individual event with the Headteacher.

2. Ownership

Human Rights legislation along with UK data protection legislation (which includes UK GDPR and the Data Protection Act 2018) give people new rights and it is the right to 'privacy' that is the issue when using photographs. The school will seek parental permission on this matter on admission to the school.

3. Good Practice

The school will:

Ensure parents/carers have signed and returned the consent form for using images of children upon admission to school and will follow the parental requests made in the consent forms.

- ♦ Follow the conditions of use as set out in the consent form.
- ♦ Not use any photograph out of context.
- ♦ Not use any photograph to illustrate sensitive or negative issues.
- ♦ Avoid naming pupils in public publications.
- ♦ Avoid images that only show a single child with no surrounding context of what they are doing/learning.
- ♦ Report to the Headteacher any concerns relating to inappropriate or intrusive photography.

4. Parental Permission

Parental permission will be obtained by using the form in the admission pack. when a child joins the school. Parents will be notified that should they wish to change their permission this can be done at any time and they should inform the Headteacher in writing. Where a parent has not agreed to their child being photographed, the Headteacher will inform all staff. The master list of parental wishes will be maintained in the school office. Every effort will be made to comply sensitively with parental requests, e.g. if a child whose parents have refused permission for photography is involved in a sporting event, it may not be appropriate to photograph the whole team. In these incidents careful liaison with parents may enable the school and parent to reach some agreement with other options.

When photographic images are transmitted or shared beyond the establishment e.g. press, notification will be sent to the pupil's parents concerned.

5. Staff Professional Development Activities

Occasionally staff and colleagues, whether training or qualified, need to complete portfolios of work they have undertaken within the school. This may include photographic documentation. Any staff compiling such a portfolio will have discussed the project with a member of the leadership team who will oversee the compiled images and consider/approve the appropriateness of the project.

6. Displays

Still photographs on wall displays and video clips used for assemblies or open evenings must always depict children in an appropriate way.

7. Website

The website will display children completing learning across the curriculum. Only children with permission from their parents/carers will be displayed on the website. A mixture of action shots and still photos will be used but children will not be named alongside their images.

8. Sports Day, Concerts, Presentations

To allow the appropriate recording of children's images by parents/carers, we will:

- Ensure that children are appropriately dressed for the activity.
- Monitor the use of cameras and ensure persons unknown or persons behaving inappropriately are challenged.

9. Use of Pupil Images for Identification and Security

All pupils are photographed on entering the school and, thereafter, at annual intervals, for the purposes of internal identification. These photographs identify the pupil by name, year group and class. 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 Privacy Notice and CCTV Policy / any other information or policies concerning CCTV which may be published by the school from time to time.

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 and unlikely to cause any negative impact on children. The school is entitled lawfully to process such images and take decisions about how to use them, subject to any reasonable objections raised. Consent is given via signing the parental contract to the school indicating agreement to the school using images of pupils as set out in this policy.

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, sporting and academic; to promote the work of the school; and for important administrative purposes such as identification and security. Any parent who wishes to limit the use of images of a pupil for whom they are responsible should contact the school Office in writing. The school will respect the wishes of parents/carers (and indeed pupils themselves) wherever reasonably possible, and in accordance with this policy.

10. Publicity

No names will be given for any articles which feature children from the school without parents' permission.

This policy will be reviewed every 3 years or more often as required.

Signed: Head teacher

Signed: Safeguarding Governor

Policy due for review : January 2029