



## Policy for the Use of Images of Children

### 1. Internal Use: Mobile Phones, Cameras, and Safeguarding

*To comply with the Early Years Foundation Stage (EYFS) statutory framework, we strictly control the creation and storage of images to safeguard children.*

- **Personal Devices:** Staff, volunteers, and students are strictly prohibited from using personal mobile phones, cameras, or smartwatches to take photographs or video recordings of children on the premises.
- **School Devices:** Images may only be taken using school-provided cameras, phones or tablets. These devices must remain on the school premises and be stored securely at the end of the day.
- **Storage:** All images taken for learning journals or evidence of development will be downloaded to the secure school server/system regularly. Images are deleted from portable device memory cards once transferred.
- **Taking Images Home:** Under no circumstances may staff take images of children to their personal homes or store them on personal cloud accounts.

### 2. Publication and Anonymity (Website, Prospectus, Printed Material)

*When sharing images with the wider community, we prioritize the anonymity and privacy of our pupils.*

- **No Personal Details:** We will not use the personal details or full names (first name and surname) of any child or adult in a photographic image on video, on our website, in our school prospectus, or in other printed publications.
- **No Contact Details:** We will not include personal e-mail, postal addresses, telephone, or fax numbers on video, our website, or printed publications.
- **The "Name or Photo" Rule:**
  - If we use a photograph of an individual pupil, we will not use the name of that child in the accompanying text or caption.
  - If we name a pupil in the text, we will not use a photograph of that child to accompany the article.
- **Appropriate Dress:** We will only use images of pupils who are suitably dressed to reduce the risk of such images being used inappropriately.
- **Exceptions:**
  - We may include pictures of pupils and teachers that have been drawn by the pupils.
  - We may use group or class photographs with general labels, such as 'a science lesson' or 'making Christmas decorations'.

### 3. Real-Time Media and Social Media Sharing

To ensure the safeguarding and privacy of our pupils in accordance with GDPR requirements, the school strictly regulates the real-time sharing of images and videos on social media platforms. We will not broadcast or post real-time media, nor will we disclose the immediate locations of children, while they are off-site on routine school trips or excursions. The sharing of live or real-time updates is



exclusively permitted for events held securely on the school site, or during large-scale, off-site school events and sports fixtures (e.g., Sports Day). In all permitted instances, the publication of such media remains subject to the school's overarching data protection protocols and standard parental consent agreements.

## 4. Newsletters

Newsletters allow us to share daily life, achievements, sports teams, and special events with our community.

- **Content:** These images may show groups or individuals. Children may be named (e.g., winners of a competition).
- **Two Versions of the Newsletter:**
  - **Website Version:** The version posted on the public website has all surnames removed.
  - **Parent/Governor Version:** The full version (which may include surnames) may be emailed strictly to governors and current parents to keep them in touch with school activities.

## 5. External Photographers and Events

If the school invites or permits an external photographer or videographer to operate within the school, we will:

- **Briefing:** Provide a clear brief about what is considered appropriate in terms of content and behaviour.
- **Identification:** Issue the photographer with identification which must be worn at all times.
- **Supervision:** Not allow unsupervised access to children or one-to-one photo sessions.
- **Consent Check:** Notify parents/children that a photographer will be present and ensure signed consent forms are on file.
- **Video:** These conditions also apply to filming or video-recording of events.

Note: Photographs taken by professional journalists for news purposes are exempt from the Data Protection Act.

## 6. Parental Consent

All parents are asked to sign a consent form regarding the use of images as part of the school entry procedure. Parents have the right to withdraw this consent at any time by contacting the school office.