



'Growing together to succeed'

Photography and Filming Policy

September 2026

Status: RECOMMENDED

Frequency of review: Biennial

Date of this review: September 2026

Date of next review: September 2028

Principles

This policy details the rules governing photography and recording videos at Ryedene Primary and Nursery School, the distribution of these photos & videos, & their publication on the internet or elsewhere.

Taking photographs and video images of children's achievements and activities is a wonderful way of capturing a memory and promoting successes. This policy document explains, in detail, the school's requirement to obtain parental permission (where necessary) while taking such images and the safeguards in place to ensure anonymity (wherever possible) in their usage.

The policy covers the rules for staff, governors, parents, carers and wider family members, and is founded on four main principles:

1. Safety

The overriding priority is to ensure that photography does not lead, either directly or indirectly, to anything that may potentially endanger the safety of the children at school.

2. Privacy

We believe that every child and parent is entitled to their own privacy, and can therefore choose not to feature in photographs or videos recorded at school.

3. Projecting the Right Image

Photographs taken at school should not cause embarrassment to the school, the children or the staff.

4. Sharing Children's Achievements

It is natural for every parent to want to share their children's activities & achievements at school with their friends & family. This school is keen to allow this as much as possible, while keeping this in balance with the first three principles.

The Legal Position

It is not illegal for photographs of children to be taken in school by staff, using school equipment, but it is sensible to comply with all current recommendations and recommendations of good practice since photographs and video images may be classed as personal data under the terms of the Data Protection Act 1988. Therefore, such images may only be used for school publicity or other purposes in cases in which the consent of the parent or legal guardian has not been withheld or withdrawn. At Ryedene Primary and Nursery School, we will not display pupil images on websites, in publications or in a public place where such consent has been withheld or withdrawn and will avoid using the full names of the children.

Ryedene Primary and Nursery School Policy on Procedure for the safe use of photographs and electronic images

1. Introduction

Ryedene Primary and Nursery School needs and welcomes positive publicity. Children's photographs add colour, life and interest to articles promoting school activities and initiatives. Making use of photographs in school publicity materials can increase pupil motivation and staff morale and help parents and the local community identify and celebrate the school's achievements.

However, photographs must be used in a responsible way. We need to respect young people's and parents' rights of privacy and be aware of potential child protection issues. As a school, we always aim to protect our children, but need to balance the potential risks against the advantages of promoting the school in a colourful and attractive way. Risks can be minimised by following the guidelines in this Policy and in securing parental consent for the use of photographs.

2. Typical Uses of Photographs & Videos

- Key skills for PE.
- Performing arts including dance and movement, concerts, drama performances, parent evenings.
- Sports days and sports fixtures, including the use of photographic equipment by parents and carers.
- Media use, including newspapers and television (and in particular the request for children's names when publishing photographs).
- Displays in the school of children's activities.
- Publications by Ryedene Primary and Nursery School.
- The School website, X Feed, Instagram and Facebook
- Staff training and professional development activities.

3. Child Protection Issues

Risks can occur when individual pupils can be identified in photographs. Providing the name and photograph of a pupil in a publication or on a website can lead to child protection issues, and could make a child vulnerable to abuse. If the School becomes aware of any such issues, these will be treated as serious and dealt with as per the procedures outlined in the School's Child Protection Policy. As detailed herein, permission from parents will be sought before allowing photographs and/or a child's/children's name(s) to be published in any form. The Head of School will ultimately decide whether the publication of a photograph could pose a risk to a child.

4. Data Protection Act and School Events

In accordance with information from the Data Protection Commissioner's Office, 'Photographs taken purely for personal use are exempt from the Data Protection Act.' This means that parents, friends and family members are permitted to take photographs of their child and friends participating in school activities for the family album and are also permitted to film events held at school.

Photographs taken by the media are also usually exempt from the Act. If there is any doubt, if permission is sought by the photographer, this will normally be enough to ensure compliance.

5. Consent

When a child joins the school, their parent or guardian is asked for general consent for a variety of things, including the taking of photographs and filming children. The school encourages all parents to provide consent, as it enables us to include all the children in depictions of school life, but we recognise and respect parental right to refuse consent. Parents may withdraw consent at any time, or grant consent if they had previously declined. This may be done through the School Office. A file of this information is kept in the School Office. A consent form will go out at different intervals of a child's time at our school.

Permission to use images of all staff who work at the school is sought on induction and a copy is located in the personnel file

6. Appropriate use of images in school publicity material – Good practice

To overcome any issues relating to the use of photographs of a child or children, the following guidelines will be followed:

- Parental permission will be obtained (See Appendix 1 attached).
- Ensure that parental wishes are adhered to.
- Wherever possible use only group, team or whole class shots.
- Avoid naming individual children in the photograph. When child/children are named, it may be more appropriate to use first names only.
- Only images of children in suitable dress will be used to reduce the risk of inappropriate use. Some activities clearly present a greater risk e.g. swimming or athletics activities, and such photographs should focus on the activity rather than the child and will avoid full face or full body shots.
- The School will never use an image of a child who is the subject of a Court Order.
- Whenever possible, establish whether the image will be retained for further/future use.
- Ensure images are stored securely and used only by those authorised to do so.
- Staff are permitted to use school photography devices and mobile phones (all images to be deleted after school use)

7. Use of photographs/Images on the website/Social Media

The use of photographs/images on any of the above will follow the same rules as already detailed herein. However, the School is aware that there is potentially more of a risk of inappropriate use. Parental permission will include permission for publication on the School's website. Photos & videos intended for the school website should be taken either by a member of staff, or another person (typically a governor or parent) authorised by the Head of School.

8. Newspapers

Parental consent for newspaper publicity photographs is vital. Newspapers will usually wish to include the names of pupils in photographs they intend to use. For larger groups of children (Groups of 10 or over), this will be given as in larger groups it is more difficult for readers to identify individual children. Names will also be given in random order. However, on the majority of occasions, for groups of this size, it should be sufficient to state, e.g. 'Year 6 from Ryedene Primary and Nursery School'. For smaller groups, if names are requested, it may be appropriate to use first names only. If individual names are requested, the balance of the level of risk against the benefits of publication will be considered. Children will only be named if parental consent has been given.

Please note that the use of personal cameras, mobile phone cameras or other recording equipment is permitted on school premises by school employees. Children may then only be photographed by members of staff and using school equipment/personal devices, and only if the parents or legal guardians of a child have not withheld consent. Please speak to the Head of School if you are unsure about the appropriate use of photographic or recording equipment and/or subsequent use and sharing of images. All images are deleted after use.

If a commercial photographer is to be used to photograph or film events, such photographer will be given a clear brief of what is considered appropriate in terms of content and behaviour. Parents will be notified that a photographer will be in attendance and their permission sought.

10. Inter-School Fixtures

These guidelines also apply to inter-school events. If a vulnerable child is involved, it will be necessary to liaise with a member of staff from the other school so that they are aware of the wishes of the parents or carer of the child and seek the cooperation of the parents of the opposing team.

11. Distribution and Publication of Photos and Videos by Parents

Photos taken at these events (of children and/or staff) are for your parents and carers' personal use only. They **must not** be published on **any** internet website. This includes Facebook, X, Instagram, YouTube and all other social media sites. The reason for this restriction is that it is not possible for individual parents to ensure that all three of the safeguarding rules described above are adhered to at both the time of publication, and later.

12. Teacher Training and Portfolios

During teacher training and with newly qualified staff, colleagues need to compile portfolios with photographs of children during lessons. Staff should act responsibly in compiling these images. The Head of School will oversee the compiled images as part of the management process and consider their appropriateness.

13. Displays in Schools

Still photographs shown on displays and video clips available during open / parents' evenings will depict children in an appropriate way. They will not display images of children in inappropriate or revealing clothing to ensure that appropriate levels of integrity and decency are maintained. Photographs or images likely to cause embarrassment will not be used.

14. Children Photographing Each Other

Rules for Pupils

- Pupils must not take any photographs or video on the school site using personal cameras at any time unless explicitly authorised by the Head of School.
- Pupils may take photos or video using school equipment under the supervision of staff or other authorised persons.
- Pupils must not upload any photographs taken within the school premises (school buildings, playground, field, etc.) on to the internet or any social media sites, e.g. Facebook, X, Instagram, YouTube, etc.

15. Storage of Photographs and Video Images

Photographs taken as records of events or for educational purposes may be displayed around school on display boards or in evidence files. Photographs of children or staff who have left the school may be used after they have left, in particular in respect of historical records of past school events. However, it is good practice for such photographs to be destroyed periodically (e.g. reviewed on a three yearly basis).

Photographs are not exchanged with anyone outside school or held for private use. Neither staff nor other adults within school are permitted to take photographs of children in one to-one situations or when children are in vulnerable situations, such as when they are upset or not appropriately dressed.

As part of specific curriculum items and on certain special occasions (e.g. at residential), children may be allowed by staff to take photographs of each other. This will always be at the discretion of staff, who will intervene, if necessary, in order to prevent the taking of inappropriate images or video. Pupils must not upload any photographs taken within the school premises (school buildings, playground, field, etc.) on to the internet or any social media sites, e.g. Facebook, X, Instagram, YouTube, etc.

Should the school learn about any inappropriate use of images involving children, the school will take immediate and proportional action including, if judged necessary by staff in consultation with the Head of School, recording and reporting to the appropriate authorities any incident which could raise child protection concerns.

16. Early Years

The use of photography is particularly crucial during The Early Years Foundation Stage as part of recording a child's development. As a result, children are regularly photographed and filmed to provide evidence of their achievements. An online reporting system for recording child observations is used at the school (Tapestry) which includes film and photographs.

- Photographs of children taken throughout the school day must be taken with school cameras / iPads only
- Photographs are regularly taken by staff during indoor and outdoor play and may be displayed on walls
- Photographs are printed out at school.

Note. For the purposes of this policy, 'camera' refers to any device that can take images, eg. mobile phone, iPad, tablet etc.