

Ashford CE Primary School



Policy on the use of photography and video equipment by Parents/Carers and the School

Approved by FGB: 16 October 2017

Signed: _____ L Bowman _____

Updated: September 2025

Chair of Governors

Reviewed and current for academic year 2025-2026

Next review: 2027-2028

Policy on the use of photography and video equipment by Parents/Carers and the School

Our School Vision

We are a caring Christian community where everyone adopts an “I can” attitude; everyone feels valued, safe and loved by God. We celebrate our God-given individuality, achievements and talents and we aspire, with God’s help, to become the best that we can be. We believe that each one of us has the ability to achieve our highest potential, living and learning in the fullness of God.

I can do all things through Christ who gives me strength.

Philippians 4v13

Introduction

Photographs and video for school and family use are a source of innocent pleasure and pride, which can enhance the self-esteem of children and young people and their families. We believe that parents and children are also capturing fond, lifelong memories in being able to take photos of their own children and to record images and film. We do not wish to unnecessarily deprive parents of this innocent pleasure.

Likewise, images can be used to promote learning, celebrate success and to share learning and other experiences for appropriate audiences. The school is most certainly governed by the Data Protection Act and must be aware of this. Parents/carers are not required to comply with the Data Protection Act 1998 when taking photographs for their own private use of their children at an organised event. Parents should not be stopped taking photographs for their own private use because of concerns of contravening the Data Protection Act. However, we must always be mindful of the need to safeguard the welfare of children in our school, and issues of child protection, data protection and parental consent will be given careful consideration. Images may be used to harm children, for example, as a preliminary to ‘grooming’ or by displaying them inappropriately on the Internet. This policy will apply to all forms of publications; print, film, video, DVD, on websites and in the professional media. The words “Photograph, photo or image” in this policy apply to all forms of capturing visual images

Consent forms

- All parents/carers of pupils in the school will be asked to sign a consent form to gain permission to publish photograph/films in public places (including websites and social media). This will be provided when any child joins our school and all parents will be required to notify us as to their consent.
- If parents/carers disagree over consent for their child, it will be treated as if consent has not been given.
- Where consent cannot be obtained or a parent/carer does not wish to sign a form – it will be treated as non-consenting.

In addition to the above, where a special event is being filmed rather than an audience being present, parents/carers will be asked to notify the school if they do not want their child to take part.

Filming/Photographs used by the school

- Unless a parent/carer has specifically refused or not signed a consent form, the school may photograph or film any learning activity, aspect of school life or extracurricular activity for proper school use purposes.
- The school, and any employee within it, will only use these images to:
 - Celebrate success
 - Share learning with parents/carers
 - Promote learning
 - Promote the school or a child – such as Press photos of a cup win or an achievement
 - Record and inform upon school life
 - Provide responsible information about the school – such as on the website
 - Assess learning – provide a record of an activity or aspect of learning
 - Provide a film or record of an event which cannot be attended by an audience
- If a photograph is likely to be used again it will be stored securely and only accessed by those people authorised to do so.
- When photos/films are no longer needed, they will be deleted or destroyed unless forming part of a record in which case they may be kept in line with the secure storage and keeping of confidential documents or unless they are being kept as part of the heritage or historical record of the school.

Children who should not be filmed or photographed

- Every effort will be made by the school to prevent capturing of the image of any child where consent has not been given.
- Any “Looked After Child” or any previously Looked After Child (including children who are now legally adopted) will NOT intentionally or knowingly have their image shared or publicly displayed (in press or website by example) unless specific permission is given by the parent or carer.

Guidance for Parents

Ashford CE Primary School recognises that parents/carers who attend the school premises and events such as nativity plays or sports day like to capture special moments in photos or on video.

Parents/carers are permitted to take photographs and/or make videos at our school events where they have been invited to attend by the school.

Parents/carers must adhere to the following policy at all times when using photographic/videoing equipment at Ashford CE Primary School events.

- Photographs and video captured at school events or at other times by parents/carers are for personal use only.

- Photographs and video taken at school by parents/carers that include anyone other than their own child should not be posted online through any social media network such as Facebook, YouTube or Instagram nor any other website. While we recognise the internet is an easy way to share treasured moments with family and friends, we must ensure that we protect and safeguard all children and staff, many of whom do not want their photograph shared online. For others, doing so may compromise their safety. Parents/carers may not always know who these people are and Ashford CE Primary School requires everyone's support to protect the whole community. Whilst that school would hope that parents/carers taking photos/film only include their own child, where parents take a photo of a child with their friends, it is for their own personal use only and must be with the permissions of all involved. It is a parents/carers' sole responsibility to consult with other parents/carers before posting any images taken at a school event (such as a Christmas concert) on social media (e.g. Facebook) or the Internet and in such cases responsibility under the Data Protection Act rests with the parent alone, and not the school.
- Parents/carers should not sell or distribute by any other means photographs or video taken at school.
- School staff have the right to challenge any person using photographic/video equipment at a school who they do not recognise or where they do not know the purpose of the action. Staff also have the right to ask the person to stop taking photographs/video if a reasonable explanation cannot be established and to ask them to leave if they do not comply with this request.
- Parents/carers should only take photographs/video in the designated areas as set out by the school at each event.
- Parents/carers should not take photographs in sensitive areas such as toilets or changing rooms at any time.
- When at a swimming event parents/carers should only take photographs of children from the shoulders up.
- Parents/carers should be mindful of the appropriateness of the photographs/videos they are taking at all times. While Ashford CE Primary school will ensure that pupils are appropriately dressed while in the designated areas at the school parents/carers should ensure that any photographs or footage taken is sensitive and appropriate.
- The school reserves the right to ask a parent/carer to leave if they are observed taking inappropriate photographs/video or if they are observed covertly using photographic/video equipment. Where this occurs Ashford CE Primary School will follow necessary safeguarding procedures.
- The school reserves the right to remove consent to take photographs/video at any time.
- Parents/carers are required to follow additional guidance in event programmes or announcements from school staff as to when photography and videoing are permitted.

Conclusion

No policy is completely "fool proof!" This policy is designed to ensure that employees and parents/carers alike act responsibly and ensure that all reasonable steps are taken to ensure the law is complied with and that best practice is employed with regard to the school policy on safeguarding children.

In a world where mass communication and the ability to share and use images is so easy, care must always be taken. However, it is also acknowledged that taking and using images is also a proper and reasonable thing to do if used for the right reasons as per this policy. It must also be acknowledged that there is a fine divide between being careful and being a barrier to – say

– a parent/carer wanting to take a treasured memory of his/her child (at a Christmas show for example) and to share that with friends and relatives.

Whilst the school must be responsible and careful, there has to be some degree of trusting parents/carers etc. to be responsible and sensible. However, it is also the duty of the school to advise and help parents in being careful and to exercise responsibility.