



Use of Photographic Images & Videos Policy

Related documents: Safeguarding policy, Behaviour Policy

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OUR VISION

Our vision is to provide pupils with the confidence, skills and ambition to achieve a successful and productive life. We aim to ensure they leave the school with a 'new day, new opportunity' ethos and are capable of becoming positive members of their communities. To do this, we have 3 principles that underpin our policies, practices and everything we do:

- Everyone can learn, achieve and has the potential to be successful
- Positive relationships are key to success and are underpinned by mutual trust, respect and caring for one another

Policy owner	WhiteTrees School	Last review	March 2026
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Date Created	April 2020	Next review	March 2027
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Introduction

Safeguarding and promoting the welfare of children is the primary responsibility of White Trees Independent School.

The use of photographic images and video recordings plays an important role in celebrating pupil achievements, supporting teaching and learning, and promoting the work of the school.

This policy sets out clear guidance for staff, pupils, parents and visitors on the appropriate use of photographs and videos involving pupils. It ensures that images are used responsibly, lawfully and in a way that protects the safety, dignity and privacy of pupils.

This policy operates in line with the school's Safeguarding and Child Protection Policy and statutory safeguarding guidance including Keeping Children Safe in Education (KCSIE). The school recognises that images and videos can be misused online and therefore appropriate safeguards must be in place.

The policy also recognises emerging risks associated with digital technology, including Artificial Intelligence (AI) and deepfake technologies which may manipulate images or video recordings.

Purpose and objectives.

- Respect the privacy and dignity of pupils when images or videos are taken.
- Safeguard children and staff from inappropriate use or misuse of photographic images and video footage.
- Provide clear guidance for the safe use, storage and publication of images and video recordings.
- Ensure compliance with safeguarding guidance and data protection legislation.
- Ensure parents and pupils understand how images and videos may be used and how consent is obtained.

Typical Use of Photographs & videos

Photographs and videos may be taken for a range of educational and school purposes including:

- Recording learning activities during curriculum time
- Evidence for coursework or examination submissions (e.g. sports, performing arts, Duke of Edinburgh Award)
- Recording performances, concerts and presentations
- School trips and outdoor activities
- Displays within the school
- Staff training and professional development
- Recording lessons for CPD purposes
- Evidence for qualifications such as BTEC, ASDAN or Duke of Edinburgh
- School publications and reports
- School website, social media and internal communication systems
- Celebrating achievements within the school community

Use of Images and Video for Marketing and Promotion

White Trees Independent School may use photographs or videos of pupils to promote the work and achievements of the school.

This may include use in:

- School prospectuses and printed publications
- The school website
- Official school social media platforms
- Recruitment or marketing materials
- School newsletters
- Presentations or promotional videos
- Media coverage of school events

Safeguarding considerations will always take priority over promotional activities. Where images or videos are used for marketing or external communication the school will ensure pupils are portrayed respectfully, avoid publishing full names alongside images where possible, and ensure the context reflects the educational activity being undertaken.

Safeguarding Considerations Including Artificial Intelligence and Deepfakes (see Safeguarding policy)

The school recognises that modern technology including Artificial Intelligence (AI) can be used to manipulate images and videos creating risks such as deepfake content.

To reduce these risks the school will:

- Carefully consider the type of images and videos taken and published
- Avoid publishing close-up or isolated images of pupils where possible
- Avoid linking identifiable personal information with images online
- Store images securely in line with data protection requirements
- Regularly review and remove outdated images from school systems
- Monitor the use of school images online and respond promptly to concerns
- Report any safeguarding concerns to the Designated Safeguarding Lead (DSL)

Any misuse, manipulation or inappropriate sharing of images involving pupils will be addressed in accordance with the school's safeguarding procedures.

Guidelines

Good practice:

The following advice represents good practice in the use of photographic images and video footage involving children:

- When taking a picture/recording, the school should investigate whether permission from the pupil and their parent/carer has been given (where parental responsibility is shared between two households, permission should be sought from both parents)
- Have the signed agreement
- Use the image/video in its intended context
- Follow the commitment made in the consent form: not to use the photograph/video out of context, not to use the photography/video to illustrate sensitive or negative issues

When photographing/recording children:

- Ensure that pupils and parents/carers have signed and returned the school consent form for general photography & videoing (see Appendix 1). Any images going beyond the school need additional specific consent (Appendix 2)

- Ensure all pupils are appropriately dressed
- Avoid images/recordings that only show a single pupil with no surrounding context of what they are learning or doing
- Do not use images/videos of a pupil who is considered very vulnerable, unless parents/carers have given specific written permission
- Avoid naming young people. If one name is required then use the first name only where possible and appropriate (i.e. not if it easily identifies the pupil)
- Use photographs and videos that represent the diversity of the young people participating
- Report any concerns relating to any inappropriate or intrusive photography/recording to the Head of Safeguarding
- Remember the duty of care and challenge any inappropriate behaviour or language
- Do not use images or videos that are likely to cause distress, upset or embarrassment
- Store images/videos securely – on **secure school systems approved by the school**.
- Regularly review stored images and delete unwanted items

Pupil/Parental Permission

A record of pupils who have not consented to the use of their images/recordings, or whose parents have not consented to the use of both images and recordings of their child will be available to staff – please speak to the Business Manager and/or the Deputy Head at each site.

Use of images and videos of children requires the consent of the pupil and parent/carer. Permission should always be obtained, by using the form in Appendix 1 or a variation thereof, when a pupil joins the school. The form covers both the school and the LA when using the photographs and videos in publications and on websites, social media. Parents can withdraw their consent at any time. Each year as part of a standard communication, ask pupils and parents if they wish to change their permission. If they do, encourage them to contact the Deputy Headteacher at each site.

When a parent does not agree to their child being photographed or videoed, the Deputy Head at each site must inform staff and the Business Manager and make every effort to comply sensitively e.g. if a child whose parents have refused permission for photography/videoed is involved in a sports event i.e. football match, it may not be appropriate to photograph the whole team. Careful liaison with parents is therefore essential. With discussion it may be possible to agree on other options. The parent may accept a team photograph or video of the game if names are not published, or they may be prepared to relent if it affects the whole team.

Displays in School

Still photographs shown on displays and video clips available should depict children in an appropriate way. They should not display images of children in inappropriate or revealing clothing so appropriate levels of integrity and decency are maintained. Do not use photographs or images likely to cause embarrassment e.g. it would be appropriate to show a child in a tracksuit rather than in a leotard.

Storage and Security of Images

Images and videos will be stored securely in accordance with data protection legislation and safeguarding procedures.

The school will:

- Store images on secure school systems – class dojo
- Restrict access to authorised staff only
- Regularly review stored images
- Delete images that are no longer required
- Ensure images are not stored on personal devices

Practical Examination Evidence

This covers the use of video material recording pupils level of performance in examined practical aspects that are unable to be assessed during the moderating examiner's school visit. It also covers use of photography linked to evidencing work/ progress in BTECS, Duke of Edinburgh Award and ASDAN Awards. The protocol laid down by the major exam boards is that this material should be returned to the school when the examiner has completed his/her judgements. It would, therefore, be good practice for colleagues to establish what will happen to the video evidence in discussion with the external examiner during their visit.

Pupils Photographing Each Other

This practice can occur extensively during offsite activities particularly during off site/ outdoor activities. Staff should maintain the supervision and management control specified in activity risk assessments and the appropriate LARA. There may be incidents where children take inappropriate photographs, perhaps showing friends and other children inappropriately dressed. Staff should endeavour to discourage this practice, but ultimately parents are responsible for monitoring their child's use of cameras and subsequent use of their images. School policy is that all mobile phones are handed in at the beginning of that day and are not to be used in school, this should support pupils not being able to take photos of each other during the school day on personal devices.

Newspapers & Television

Team Photographs

- When everyone is prepared to allow team photographs and full names to be published. In this situation publication can occur
- If a parent/carer is not happy to have a child's name printed on a photograph then consideration could be given to publishing the photograph with no names. The Headteacher should make every effort to ensure, in conjunction with the newspaper editors, that this occurs
- If parents of a child have indicated that the child is vulnerable and should not have a photograph printed of them a team photograph may not be appropriate

Photo Opportunities

- When a school invites a newspaper to celebrate an event, the Deputy Head leading the site should make every effort **in advance** to ensure that the newspaper's requirements can be met
- Almost without exception, this means that the newspaper will prefer to publish the full names of anyone in a photograph they print.
- Newspapers usually prefer to work with smaller groups of children e.g. three or four and for this number names would more likely be required
- It is not acceptable to invite a newspaper to take photographs and then refuse to provide any names, unless agreed at the time of invitation
- Newspapers will not print anonymous photographs, but they are aware of the issues in this area and may be prepared to caption photographs more generally e.g. children at White Trees Independent School enjoying the game
- The school must give thought to this beforehand and parental permission/opinion must be their key guidance
- This might mean offering only those children whose parents are happy for publication of photographs and names for inclusion in any photo opportunity

If this is not possible – for instance because a specific group of children have achieved something, and parental permission regarding the publication of full names is withheld for one or more of the group – it might be possible to negotiate a 'first names only' agreement with the newspaper. Otherwise the school must be prepared to forego newspaper publicity

- Commercial and media photographers will not have unsupervised access to our students
- Commercial and media photographers will be asked to produce their ID, prior to taking any photographs of students

Use of Internet/Intranet Sites

All pupils who use the internet and other computer facilities must agree to the school's ICT Acceptable Use Policy. Any violation of the policy may result in loss of use of ICT facilities or further disciplinary measures.

Advice on safe use of the facilities will be provided and filters and monitors on the system will be used to protect children using the system. Protection will be regularly updated.

Where images of individual children are to be used on the internet specific permission will be sought.

Mobile Phones

Pupils are not allowed to bring mobile phones on site/in school, the expectation is they are to hand in all devices during 'meet and greet' across the sites in the mornings. Devices, including mobile phones, are given back at the end of the school day.

Monitoring, Evaluation & Review

The Governing Body has responsibility for monitoring the school's policy and associated guidelines:

- A clear document providing guidelines for good practice in the use of photographic images
- A record of agreements from parents/carers of all pupils being sought and given or refused
- The awareness of and support for this policy of the Child Protection and/or Health & Safety Governor

Appendix 1

Consent Form for Photography & Images of Children

Dear Parent or Carer,

During your child's life at White Trees Independent School we may wish to take photographs of activities that involve your child. The photographs may be used for

displays, publications and on a website by us, school social media websites, by Local Authorities (LA) or by local newspapers.

We may take photographs for a number of reasons whilst your child is with us, including:

- Documenting and recording education activities
- Recording their learning and development progress
- Recording special events and achievements

Taking, keeping and publishing photographs and video footage involves processing personal data. The School's Privacy Notice will cover the majority of processing where it is limited to official use, monitoring and for educational purposes. However, to comply with the Data Protection Act and the General Data Protection Regulations, consent will be required where there is additional processing of personal data which is not within the reasonable expectation of those involved, such as taking photographs for media use other than e.g. of School awards ceremonies

Photography or filming will only take place with the permission of the Head teacher, and under appropriate supervision. When filming or photography is carried out by the news media, children may be named but home addresses will never be given out.

Before taking any photographs of your child, we need your permission. Please answer the questions overleaf, sign and date the form and return it to White Trees School. You can ask to see images of your child held by the establishment. You may withdraw your consent at any time you may do so by letter or email to the Executive Head Teacher at: laura.bull@whitetrees-school.com

There may be other circumstances, falling outside the normal day to day activities of the School, in which pictures of children are requested. The establishment recognises that in such circumstances specific consent from parent or guardian will be required before photography or filming of children can be permitted.

Please note photographs may be taken at public events/performances by third parties beyond our control. If you wish to attend establishment functions and take photographs of your and other people's children please take appropriate images, be sensitive to other people and try not to interrupt or disrupt concerts, performances and events.

Kind regards,

Laura Bull

Executive Headteacher

Please complete form and return to school as soon as possible

Name of child (block capitals)

Name of person responsible for the child:

I understand that:

- “the media” may take Photographs or video recordings of activities that show the establishment and children in a positive light e.g. performances, sports and prize giving;
- photographers acting on behalf of the school or the local authority may take photographs or videos for use in displays, in publications or on a website;
- embarrassing or distressing photographs / videos will not be used;
- the photographs or videos will not be associated with distressing or sensitive issues; and the establishment will regularly review and delete unwanted material.

Photographs or video recordings may also be taken for **internal educational purposes**, such as recording learning activities, coursework evidence, or displays within school. These will not be published publicly.

Having read the above statement, do you give your consent for photographs and videos to be taken of your child?

Please circle as appropriate you answer to the questions below.

1	May we use your child's image or video on the school website, official school social media accounts (e.g. Facebook, Instagram, Twitter/X), or other digital communications?	Yes/No
2	May we use your child’s photograph or video recordings in our prospectus and other printed publications that we produce for educational and promotional purposes including school reports?	Yes/No
3	Are you happy for your child to appear in the media e.g. if a newspaper photographer or television crew attend an event organised by the school?	Yes/No

By signing this form you confirm that you have parental responsibility for the child and that you are authorised to provide this consent on behalf of all individuals with parental responsibility.

Signature of person responsible for the child:

Relationship to the child:

Date (date/month/year):

Appendix 2

WhiteTrees Independent School Photograph/Film Consent Form

Taking, keeping and publishing photographs and video footage involves processing personal data. The School's Privacy Notice will cover the majority of processing where it is limited to official use, monitoring and for educational purposes. However, to comply with the Data Protection Act and the General Data Protection Regulations, consent will be required where there is additional processing of personal data which is not within the reasonable expectation of those involved, such as taking photographs for use in building passes, or photographs/video for media use other than e.g. of School awards ceremonies.

Name and contact details of the Executive Head Teacher:

Laura Bull. Laura.bull@whitetrees-school.com

Name of person in the photograph/film:

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.....

Where photograph/film was taken:

.....
.....

Shot/film showing:

.....
.....
Date taken:

Name of Photographer or Film maker:
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.....

By signing this form you consent to use of this photograph/film for: (please delete any that you do not agree to)

- Printed and promotional material, e.g. leaflets, prospectus, booklets, posters, DVDs;
- School and/or schools Website
- Exhibitions/displays not within school premises;
- The photograph/film may also be used in local newspapers, television reports and on media websites.
- On social media sites and promotional material

Please note photographs may be taken at public events/performances by third parties beyond our control.

Where appropriate, we may add the name of the person featured in the photograph/film.

We will not include personal email or postal addresses, telephone or fax numbers on our website or in printed publications.

We will expect to be able to use photographs/films for a minimum of three years to a maximum of ten years from the date of signing this form.

The following organisation/third party will also rely on this consent:

Add address

Agreement

The school owns the copyright of this photograph/film. It will be used solely for the purpose/s mentioned above.

The above-named person has agreed for this photograph/film and any other reproductions to be used as specified. If the person wishes to withdraw their consent they may do so by letter or email to the Head Teacher whose contact details are above.

If consent is withdrawn the Head Teacher will acknowledge receipt of the request in writing by letter or email. The school will delete the file from our image bank within one month of receipt of your request and we will not use it in any new material produced from the date of the letter. Material previously issued which includes the photograph/film may, however, remain in circulation, but it will not be included in any further reprints.

Signature of person in photograph/film (if aged 16 or over)

.....

Date.....

or

Authorised signatory (if person photographed/filmed is aged 15 or under)

.....

Date.....

Relationship to person, eg parent/guardian/other *(delete as appropriate)*

.....

Contact address/phone number/email address of subject (or authorised signatory)

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Published on	
By	
Chair of Gov Sig/Date	
Head Teacher Sig/Date	

