

Castle Hill Primary School Use of Images Policy



Reviewed: November 2025

Reviewed by: Head Teacher

K. L. Stanick

Approved by: Full Governing Body 19/03/2026

Review frequency: Every 2 years

Next review date: November 2027

As a committed member of UNICEF and a follower of the conventions in everything we do, we are a rights respecting school.

Therefore in writing this policy, we relate to Articles 1,2,17.

The school believes that the taking and use of photos and videos (hereafter referred to as images) is a very positive part of recording school life and the individual achievements of pupils and therefore is generally not to be discouraged. However, in a minority of cases, a parent may have genuine reasons for not wanting their child to appear in a photo or video e.g. personal safety or concern about the potential manipulation/use of images. The purpose of this policy is to establish clear guidelines for staff, volunteers and parents regarding the use of images.

Images taken of children during school or at events fall into two categories:

- Images for official school use which are subject to the Data Protection Act (2018). These images are taken for use by the school e.g. prospectus, marketing, website, decorative purposes and require parental consent.
- Images taken for personal use, e.g. by parents at school events. These are not subject to the Data Protection Act (2018) although there are two other considerations: practicalities and child protection issues. Therefore:
 - School will include a section on the schools' admission form for parents/carers to sign saying that any images they take of school activities, which include other pupils, will not be used inappropriately including being shared on social media sites.
 - School will verbally remind parents before the start of an event that any photographs/videos taken are for personal use only and not to be shared on social media.

When pupils join the school, a consent form regarding the use of images for school purposes (for example, school website/newsletters) will be given to all parents. A list of pupils whose parents have declined consent will be made available to all staff to ensure that this request is adhered to. It is school policy that images will not be accompanied by names.

A permission form will be sent to parents at the beginning of each year. This ensures that parents know how we use Seesaw. Seesaw is used for homework purposes (PAWS). In Reception pupils have their own accounts. In Year 1-6 pupils work can be seen by all their class members once it has been approved by the teacher. This enables other pupils to be inspired and to share ideas on completing PAWS homework. All pupils are given a folder to collect evidence in too, so that there is no pressure to use Seesaw. It is not necessary to photograph or video the child, just the piece of work. Parents include images of their child at their own discretion.

Parents will be made aware of this policy through a transition document at the end of Reception and the website.

Any person taking images that is not known to the school should be asked to produce identification and the reason established for the interest in the event.

Care should be taken in choosing activities that are to be photographed e.g. children changing for a performance/event must not be photographed/recorded.

Should any image be accidentally taken that is then deemed unsuitable the image should be destroyed in an appropriate confidential manner (e.g. shredded/erased).