



The Bellbird Primary School

School Photograph Policy

September 2026

Approved by Governing Body

Reviewed: September 2026

Next review: September 2028

There are two issues regarding the taking of photographs and video recordings of children at school. These are:

Photographs or video recordings taken by or for the School itself, for use in prospectuses, marketing and publicity materials, websites, decorative posters etc. All such photographs are deemed to be covered by:

1. UK GDPR
2. Data Protection Act 2018
3. Keeping Children Safe in Education (latest edition)
4. Working Together to Safeguard Children (latest edition)
5. ICO guidance on photographs and personal data
6. DfE guidance on safeguarding and online safety

‘An image of a child is personal data for the purposes of the Act and it is a requirement that consent is obtained from the parent of a child under the age of 18 for any photographs or video recordings for purposes outside the school’s core educational function’.

Photographs or video recordings taken by the parents, relatives or carers, etc. usually of specific events such as School plays and performances and Sports Days. These, so long as they are for personal use, are not covered by the Act.

However they cannot be used for commercial purposes, published, posted on websites or in any way entered into the public domain without the express written permission of all those appearing.

The aim of this Policy is to address these two issues both with compliance the UK GDPR, the Data Protection Act 2018 and safeguarding requirements.

Consent will be required from parents as their child starts at The Bellbird School on their child’s Admission Form:

The Bellbird Primary School
Photographic and Video Consent Form

Pupil Name: _____

Class: _____ **Academic Year:** _____

Parent/Carer Consent

Please indicate whether you give permission for your child's photograph or video image to be used for the purposes below. You may withdraw consent at any time by contacting the school in writing. The school will not identify pupils by full name alongside images published publicly.

Purpose	Yes	No
Internal educational use (teaching, assessment and learning)	☐	☐
School displays and classroom displays	☐	☐
School newsletters	☐	☐
School website	☐	☐
Official school social media channels	☐	☐
Local newspaper/media coverage of school events	☐	☐
School prospectus, promotional materials and marketing	☐	☐
Official school photographers (individual/class photographs)	☐	☐

Important Information

- Images will be processed in accordance with UK GDPR and the Data Protection Act 2018.
- Publicly available images will not include pupils' full names.
- The school carefully checks safeguarding restrictions before publishing any image.
- Parents and visitors are asked not to publish images containing other children on social media without the permission of those children's parents.
- Consent remains valid until withdrawn in writing or until your child leaves the school.

Parent/Carer Name: _____

Signature: _____

Date: _____

The Headteacher or a senior member of staff will give clear guidance at the start of a school event on the taking and use of photographs by any visitor, parents or carers.

Roles and Responsibilities

The Headteacher has overall responsibility for the implementation of this policy.

All staff are responsible for ensuring that photographs are taken, stored, used and shared in accordance with this policy.

The Governing Body is responsible for monitoring the effectiveness of this policy.

Artificial Intelligence and Digital Editing

The school will not use artificial intelligence or image editing technologies to manipulate images of pupils in a way that misrepresents events or the identity of children.

AI tools may be used only for legitimate educational or administrative purposes and only where this complies with UK GDPR and safeguarding requirements.

AI must not be used to generate or alter images of identifiable pupils without the explicit approval of the Headteacher and only where this complies with safeguarding and data protection legislation.

Staff Photography

- Staff must only use school-authorised devices.
- Personal mobile phones must not normally be used to photograph pupils.
- Images should be uploaded promptly to secure school systems.
- Images should be deleted from devices once transferred.
- Images must never be stored on personal cloud services.

Cloud storage: Storage of Images

All photographs stored by the school are:

- Stored securely
- Access restricted
- Deleted when no longer required
- Shared only where lawful

Images are retained only for as long as they are required for educational or promotional purposes and are securely deleted in accordance with the school's records retention schedule

Online safety and social media

For the publication of images:

- No surnames published with photographs.
- No personal information.
- No location information.
- No identifying information linked to vulnerable pupils.
- Group photographs preferred.
- Care taken for looked-after children or pupils with court orders.

Safeguarding alerts: Pupils Requiring Additional Protection

The school maintains records of pupils whose photographs must not be published owing to safeguarding concerns, court orders or other legal restrictions. Staff must check these records before images are taken or published.

Staff must check current consent records and safeguarding information before publishing or sharing any pupil image.

THE BELLBIRD PRIMARY SCHOOL

'Use Your Camera and Video Courteously'

A guide for parents who wish to photograph and/or video a school event

- Generally photographs and videos for school and family use are a source of innocent pleasure and pride which can enhance self-esteem for children and young people and their families. By following some simple guidelines we can proceed safely and with regard to the law.
- Remember that parents and carers attend school events at the invitation of the head and governors.
- The Headteacher and Governors have the responsibility to decide if photography and videoing of school performances is permitted.
- The Headteacher and Governors have the responsibility to decide the conditions that will apply in order that children are kept safe and that the performance is not disrupted and children and staff not distracted.
- Parents and carers can use photographs and videos taken at a school event for their own **personal use only**. This is a requirement in law. The Data Protection Act 2018 and EU GDPR 2018 considers an image of a child to be personal data for the purposes of the Act and does not permit such photos or videos to be sold, put on public display or to be put on the web/internet. (Recording or photographing other than for private use would require the consent of all the other parents whose children may be included in the images.)
- Parents are requested not to upload photographs or videos containing other children onto social media without the permission of those children's parents.
- Parents and carers must follow guidance from staff as to when photography and videoing is permitted and where to stand in order to minimise disruption to the activity.
- Parents and carers must not photograph or video children changing for performances or events.
- People that school staff do not recognise using a camera or video recorder, may need to have their identity ascertained.

The Bellbird Primary School



Information for Parents and Carers

Safe Use of Images in Schools and other Education Settings

Schools are required to seek parent's permission before taking images of children and young people up to the age of 18 and so parents are asked to sign a consent form.

The term images include photographs, video, website and mobile phone pictures.

Unfortunately, photos of children can be misused so schools and other education settings are advised to adopt guidelines to prevent this from happening and to reflect the protective ethos of the school.

There will also be times when parents wish to take images of their children at a school event.

The school will let parents and carers know when and where they may take images and keep them for their own personal use .

Parents are asked not to distract or interrupt events by taking images.

There may be a special photo opportunity or a chance to buy an official photo or video, parents will be informed when this is the case.

~~~~~

Parents are asked to agree to use any images responsibly.

Sometimes the media wish to take images of children at school. The school will get express consent for any images to be used.

Any external photographer will have their organisation checked and photo or video sessions will be properly supervised. (DBS checked/ supervised by staff/ Data Processing Agreement made/ images transferred securely?

~~~~~

The school reserves the right to prohibit photography or filming at any event where this is necessary to safeguard pupils or to comply with specific safeguarding or legal requirements.

~~~~~

If you have any queries please speak to a member of school staff.

