



*Elmley Dray  
School*

## Image Use Statement

To be read alongside the Safeguarding, Child and Vulnerable Adult Protection Policy, ICT Policy and Online Safety Policy

### **Official use of Images/Videos of Learners (children and vulnerable adults) by the School**

All images taken by the school will be used in a manner respectful of the eight Data Protection Principles. This means that images will be:

- fairly and lawfully processed
- processed for limited, specifically stated purposes only
- used in a way that is adequate, relevant and not excessive
- accurate and up to date
- kept on file for no longer than is necessary
- processed in line with an individual's legal rights
- kept securely
- adequately protected if transferred to other countries

The Data Controller/DCPC and leadership team is responsible for ensuring the acceptable, safe use and storage of all camera technology and images within the school. This includes the management, implementation, monitoring and review of the school Image Use Statement.

- Written permission from parents or carers will be obtained before images/videos of learners are electronically published by the setting.
- Written parent/carer consent will be sought to take and use photographs offsite for professional, marketing and training purposes. This may be in addition to parental permission sought for onsite images.
- Written consent from parents will be kept by the setting where learner's images are used for publicity purposes (such as brochures or publications), until the image is no longer in use.

- Parent/carer permission will be sought on admission to the school.
- A record of all consent details will be kept securely on file. Should permission be withdrawn by parents/carers at any time, then all relevant images will be removed and disposed of and the record will be updated accordingly.
- Images will not be kept for longer than is to be considered necessary. A designated member of staff (Data Controller or DCPC) will ensure that all photographs are permanently wiped from memory cards, computer hard and portable drives or other relevant devices once the images will no longer be of use.
- All images will remain on site at all times, unless prior explicit consent has been given by both Data Controller/DCPC and the parent/carer of any learner captured in any photograph. Should permission be given to take images off site, all relevant details are to be recorded, for example who, what, when and why and data will be kept securely (e.g. with appropriate encryption).
- The Data Controller and/or DCPC reserve the right to view any images taken and/or to withdraw or modify a member of staffs' authorisation to take or make images at any time.
- Any memory stick, CD or storage device containing images of learners to be taken offsite for further work will be suitably encrypted and will be logged in and out by the Data Controller and/or DCPC and monitored to ensure it is returned within the expected time scale.
- Images or videos that include learners will be selected carefully when used online and will not provide material that could be reused.
- Learner's full names will not be used on the website in association with photographs.
- The school will not include any personal addresses, emails, telephone numbers, fax numbers on video, on the website, in a prospectus or in other printed publications.
- The school will only use images of learners who are suitably dressed.
- Learner's work will only be published with their permission or their parents/carers consent.
- Staff will receive information regarding the safe and appropriate use of images as part of their safeguarding training and responsibilities.
- All members of staff (including volunteers) will ensure that all images are available for scrutiny and will be able to justify any images in their possession.
- Only official setting owned equipment (e.g. work provided digital or video cameras) will be used by staff to capture images of learners for official purposes. Use of personal cameras by staff is prohibited at all times.
- Any apps, websites or third party companies used to share, host or access learner's images will be risk assessed prior to use. The school will ensure that images are held in accordance with the Data Protection Act and suitable child and vulnerable adult protection requirements (if necessary) are in place.
- Careful consideration is given before involving very young or vulnerable children/adults when taking photos or recordings, who may be unable to question why or how activities are taking place.
- The school will discuss the use of images with learners in an age appropriate way.

- Images will not be taken of any learner against their wishes. A learner's right not to be photographed is to be respected.
- Photography is not permitted in sensitive areas such as changing room, toilets etc.
- Photographs will be disposed of should they no longer be required. They will be returned to the parent or carer, deleted and wiped or shredded as appropriate. Copies will not be taken of any images without relevant authority and consent from the Data Controller and/or DCPC and the parent/carer.

## **Use of Photos/Videos by Parents/Carers**

- Parents/carers are permitted to take photographs or video footage of events for private use only.
- Parents/Carers are only permitted to take or make recording within designated areas of the setting. Photography is not permitted in sensitive areas such as changing room, toilets etc.
- The opportunity for parents/carers to take photographs and make videos can be reserved by the school on health and safety grounds.
- Parents/carers who are using photographic equipment must be mindful of others when making and taking images.
- The right to withdraw consent will be maintained and any photography or filming on site will be open to scrutiny at any time.
- Parents may contact the school Data Controller/DCPC to discuss any concerns regarding the use of images.

## **Use of Photos/Videos by Learners**

- The setting will discuss and agree age appropriate acceptable use rules with learners regarding the appropriate use of cameras, such as places learners cannot take the camera (e.g. unsupervised areas, toilets etc).
- The use of non-setting provided devices e.g. mobile phones, learner's own digital cameras, is covered under the Online Safety and Mobile Phone Policy.
- All staff will be made aware of the acceptable use rules regarding learner's use of cameras and will ensure that learners are appropriately supervised when taking images for official or curriculum use.
- Members of staff will role model positive behaviour to the learner by encouraging them to ask permission before they take any photos.
- Photos taken by learners for official use will only be taken with parent/carer consent and will be processed in accordance with the Data Protection Act 1998.
- Parents/carers will be made aware that learners will be taking photos/videos of other learners and will be informed how these images will be managed by the setting e.g. will be for internal use by the setting only (not shared online or via any website or social media tool).

- Photos taken by learners for official use will be carefully controlled by the setting and will be checked carefully before sharing online or via digital screens.
- Still and video cameras provided for use by learners and the images themselves will not be removed from the setting.
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## **Use of Images of Learners by the Media**

- Where a press photographer is to be invited to celebrate an event, every effort will be made to ensure that the newspaper's (or other relevant media) requirements can be met. A written agreement will be sought between parents/carers and the press which will request that a pre-agreed and accepted amount of personal information (e.g. first names only) can be published along with images and videos.
- The identity of any press representative will be verified, and access will only be permitted where the event is planned, and where press are to be specifically invited to attend. No authorisation will be given to unscheduled visits by the press under any circumstances.
- Every effort will be made to ensure the press abide by any specific guidelines should they be requested. No responsibility or liability however can be claimed for situations beyond reasonable control, and where the setting is to be considered to have acted in good faith.
- The press will not have unsupervised access to learners.
- All other elements of our safeguarding policy and procedures will still be followed.

## **Use of Professional Photographers**

- Professional photographers who are engaged to record/photograph any events will be prepared to work according to the terms of the settings policies.
- Photographers will sign an agreement which ensures compliance with the Data Protection Act and that images will only be used for a specific purpose, subject to parental consent.
- Photographers will not have unsupervised access to learners.
- All other elements of our safeguarding policy and procedures will still be followed.

## **Use of Webcams**

- Parent/carer consent will be obtained before webcams will be used within the setting environment for curriculum or educational purposes.
- All areas which are covered by webcams for security or safeguarding purposes will be well signposted, and notifications are displayed so that individuals are advised before entering such vicinity.

- Recordings will be retained for a limited time period only and for no longer than their intended purpose. This will generally be a maximum of 30 days. All recordings are to be erased before disposal.

### Version control - Approval and review

Version No.	Approved By	Approval Date	Main Change	Review Period
1	Hayley Furnell	October 2024	Initial policy approved	Annually
1.1	Hayley Furnell	August 2025	Annual review	Annually



Hayley Furnell, Director,  
on behalf of Elmley Dray School

Dated: August 2025

Next review: August 2026