

Use of Photography and Filming Policy

Low Ash Primary School



Approved by:	The Governing Body	Date 15.10.25
Last reviewed on:	12.10.22	
Next review due by:	Autumn Term 2026	

Rationale

There are occasions during the year when photographs and/or video footage of activities and events are taken that show pupils at the school. Under the Data Protection Act 1998 (as amended) the school needs permission from parents/carers for use of their child's image by the school and/or the media. This policy aims to make clear the purposes for and circumstances in which images may be used so that parents/carers may decide whether they are happy for their child to be included in such images.

In implementing this policy due consideration to equal opportunities, with regard to race, gender, religion and ability, should be ensured with reference to the Equality Act 2010 and all other relevant legislation.

Safeguarding

Low Ash Primary School is committed to safeguarding and promoting the well-being of pupils at the school. Staff are vigilant in identifying safeguarding issues, reporting concerns in writing to the named members of the Safeguarding Team. Staff attend child protection awareness training annually. The school's Child Protection and Safeguarding Policy provides detail regarding policy and procedures.

The procedures described in this policy are designed to promote and ensure the safety and well-being of all pupils, acknowledging that the use of images, particularly for publicity purposes, may present a risk for certain pupils.

Purposes for and circumstances in which images are recorded and used

Photographic and/or video images taken by staff at the school, using school equipment, may be used for classroom activities, displays, on the school website, in the school prospectus or as part of publicity in the media. Staff will never record images using their personal camera/video equipment or for their own personal use. Generally, images taken by staff at the school will not be used alongside pupils' full names. The school will only use photographs of children who are suitably dressed and will not use images that cause upset or distress. Periodically, official class and/or individual photographs are taken by a professional photographic company. Class photographs are made available for purchase by families so that pupils have a record of their class as a keepsake.

Sometimes photography by the local paper, or, more rarely, filming by the local television company may take place for publicity purposes. Photographs in local papers tend to include the names of pupils.

Parents/carers are requested to complete a form (see Appendix 1) when their child starts school indicating their agreement or objection regarding the use of images of their child. The form offers the opportunity for parents/carers to indicate different level of agreement for different purposes. A list of pupils for whom consent has not been given will be kept in the office and staff will be made aware of these pupils so that they are not included in photographs or video footage.

The use of cameras and/or video recordings by parents/carers

There are occasions during the year when parents/carers wish to take photographs or make video recordings of school activities or events. Examples of these include sports days, school performances and celebration assemblies. The school allows parents/carers to do this on the understanding that images are used for personal use and should not be posted on social media if they contain any children other than their own. Upon arrival at such events parents/carers will be given a card reminding them of their responsibilities. *“While we allow the use of cameras and videos at Low Ash’s School Performances, sports events and achievement assemblies, we ask that these are for personal use only. Please do not post anything to a social media site if it contains images of any children other than your own.”* Parents/carers are asked to indicate any objection to this on the form provided (see Appendix 1). Where an objection is received, the school will respond as follows:

- either by offering a controlled opportunity for photographs/video recording at a particular point in the activity or event during which certain pupils will not be present, or
- a ban on photographs/video recording for the particular activity or event.

The use of cameras and/or video recordings by pupils

Pupils are not allowed to bring equipment to school for the purpose of taking photographs or video footage. The only exception to this is on residential visits. In such circumstances, pupils may be allowed to take photographs but it is made clear that images should be taken responsibly and not used to upset any other pupil. The use of images to bully or intimidate will be dealt with in line with the behaviour and anti-bullying policy. Before a residential visit takes place, staff will check the list of pupils for whom consent has not been given and contact will be made with the relevant parents/carers before a decision is made as to whether pupils will be allowed to take cameras.

Monitoring and evaluation

Admin staff will collate reply slips and produce lists of pupils for whom consent has not been given. Key Stage Leaders and class teachers will be made aware of pupils in their key stage / class for whom consent has not been given. Any breaches in the policy should be reported to the Headteachers. The nominated governor for Safeguarding and Child Protection will monitor the implementation of this policy as part of their monitoring visits.

The policy will be reviewed by the Full Governing Body – Resource Committee every three years, or earlier if deemed necessary.

Signed:

Chair of Full Governing Body

Review date: October 2026

Appendix 1

Information sent to Parents

General Data Protection Regulation GDPR

(Effective from 25th May 2018)

Privacy Notice for Pupils and Families

INTRODUCTION

Everybody has a right to have their personal information (data) kept confidential; this includes the children who attend Low Ash Primary School and their families. The school recognises the importance of protecting pupils' and families' privacy. These rights are also part of the law, the General Data Protection Regulation (May 2018) which is a European Union regulation that the UK government has decided to keep into the future.

Why does school have to issue this Privacy Statement?

Low Ash is classed as a 'Data Processor' because the school processes data, for example, it shares some assessment data with the Department for Education (DfE) or the Local Authority. The school has some internal systems, such as making sure that everyone is safe in school, so the school is also a 'Data Controller'. The law requires that we must keep personal information (data) confidential and secure. We must also tell families about what data we keep, why and how we intend to keep it secure.

Why do we keep data?

The school uses data (personal information) for the following main reasons:

- to record who is on the school roll (our admissions)
- to record school attendance
- to assess how well pupils are progressing and what help they might need to achieve more
- to help keep children safe and healthy (protecting pupils' welfare)
- to make sure that we give equal treatment to all children
- to arrange activities beyond the school day (after school clubs, for example)

The school receives this data, uses it, stores it and shares it with others on the legal basis of **Public Task**. This means that the activities are tasks that school has to carry out.

The school will also ask families for consent to our using other data, such as photographs of pupils.

Keeping pupil and family information private

The school will make every effort to keep your information private. We will safely store paper records and make sure that our computer systems are secure. We will work hard to:

- prevent any data being lost
- prevent any data being stolen
- prevent data from being deleted inappropriately

- prevent data from being seen by people who have no right to see it
- prevent data being altered inappropriately

We make sure that our laptop and desktop computers and other portable devices are protected with passwords and encryption. Our computer system is kept secure, the hard disks do not leave school. Staff do not share passwords or leave equipment or paper records in vulnerable places. The school has a strict policy on the use of mobile phones and cameras in school and at school events elsewhere.

To help keep children safe it is important that the adults looking after children in school know if there are any health issues they have. Although we will share this information, we will only share it with people who need to know it to keep your children safe and healthy.

The Headteacher is responsible for making sure all members of staff look after pupils' information. We have also appointed a Data Protection Officer, called My Adrian Stygall, who advises and visits the school. He has been a Headteacher and now works for a company called Safeguarding Monitor.

The Governing Body has a governor who is responsible for making sure pupil information is looked after too. Their name is Emma Lister.

Pupils' and Families' Data

The sort of data that is personal and which should be kept private includes:

- your children's full names and addresses and your family details
- anything to do with your children's health and their safety
- anything to do with your children's religion (if you follow a religion) and their ethnicity
- how they are getting on in school

The school will expect every family to play their part in protecting other people's personal information (or data) which is why we ask all the children in Key Stage 2 to follow our Acceptable Use Policy for computing and using the internet. You have the *right* to have your data kept confidential and you have the *duty* to maintain other people's confidentiality.

What are your rights?

Parents and pupils have the following rights in relation to the processing of their personal data.

You have the right to:

- be informed about how we use your personal data
- request access to the personal data that we hold
- request that your personal data is changed if it is inaccurate or incomplete
- request that your personal data is erased where there is no compelling reason for its continued processing
- request that the processing of your data is restricted
- object to your personal data being processed

Where the processing of your data is based on your consent, you have the right to withdraw this consent at any time.

If you have a concern about the way Low Ash Primary School and/or the DfE is collecting or using your personal data, you can raise a concern with the information Commissioner's Officer (ICO). The ICO can be contacted on 0303 123 1113, Monday-Friday 9am-5pm.

Where can you find out more information?

If you would like to find out more information about how we and/or the DfE collect, use and store your personal data, please visit our website.

The school might have to change this notice if there are changes to the law or if the school decides policy changes are needed.

Parental Consent

Please tick all that apply. I consent to:

- ☐ My child being photographed for the purposes of demonstrating their learning and these photos being used around school. For example in displays and placed in children's exercise books etc.
- ☐ My child being photographed taking part in school activities and for those photos to be used on the school website, in the school prospectus and on the school's social media sites (Facebook, Twitter).
- ☐ My child's photograph being used in the Low Ash Newsletter.
- ☐ My child being photographed during school activities and for these photos to be used for publication in the media for example newspaper.
- ☐ My child being filmed for educational or fundraising purposes e.g. sale of school productions.
- ☐ My data being shared with the school's third party suppliers so that the school can contact me electronically, for example our text messaging service.
- ☐ My data being shared with the school's third party suppliers to enable me to pay for school visits, school meals, clubs etc., for example ParentPay.
- ☐ My child taking part in local walks around the Wrose area which includes my child taking part in trips in the local area using the minibus. Separate consent will be sought for visits further afield.
- ☐ My child taking part in food tasting in the classroom.
- ☐ My Child's learning journey being on display in Nursery and Reception during the school year.
- ☐ My child viewing PG films.
- ☐ My child, if in Years 5 or 6, viewing parts of a 12A or 12 film which will support their learning.

I understand that if I withhold consent from the school sharing my data (name, child's name, mobile phone number and/or email address), the school will not be able to communicate with me. It is the policy of the school to occasionally communicate via text message and email, other than bumped head letters.

Your data will not be shared with anyone other than our third party suppliers. Please refer to our privacy notice and policy which can be found on the school website. This provides more information about who we share your data with and how you can withdraw your consent at any time.

If you **do not** wish your child to take part in any of these activities please confirm your objection in writing.

Signed (Parent/Carer):

Date:

The information you have given on this form will be held by the school and Bradford Metropolitan District Councils Children's Services. It will be shared within Bradford Metropolitan District Council, its contractors and the DfE in order to provide and plan services e.g. School Transport. It will be used to administer health, social and welfare care and will be shared with health care advisors, practitioners and other relevant agencies. It will be forwarded to your child's new school if and when they change school. It will also be used for statutory returns, for research purposes, to send emails and text messages to you to keep you up to date with school events. In addition the information you give us will enable us to operate our cashless systems and our online booking systems.

We will not give information about you or your child to anyone outside the school without your consent unless the law and our policies allow us to.

All information given will be held in the strictest confidence under the requirements of the General Data Protection Regulations 2018. Our Data Protection Policy and Privacy Notice are available on the school website.

By signing this form:

- I confirm that I have parental responsibility for this child
- I note the above statement and believe the information provided on this form to be correct as of this date and I understand how the data on this form is shared
- I agree that I will inform the school of any changes that occur whilst my child attends school
- I confirm that I have consent from those people who are listed as emergency contacts on the admission form to share their data with you.
- I understand that CCTV is in operation around the school site. Images will only be shared with the police if the need arises.

Signed (Parent/Carer):

Date:

