



NORTH TOWN
PRIMARY SCHOOL & NURSERY

Pupil Images Policy

Signed:

Head teacher

Signed:

Chair of Governors

Date Approved: March 2025

To be reviewed in: March 2026

North Town believes that the responsible use of children's images can make a valuable contribution to the life and morale of the school. The use of photographs in school publicity materials can increase pupil motivation and help parents and the local community identify and celebrate the school's achievements.

The school will only use images that the Head teacher and Governing Body consider suitable, and which appropriately represent the values of the school and the range of activities the school provides. This policy is intended to minimise the risks that young people can be exposed to through the misuse of images. The policy takes account of data protection and child protection issues.

Data Protection

- Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 2018.
- We will not use images of either identifiable individuals for school publicity materials without the consent of the individual or, in the case of pupils, their parents/carer.
- Images will be kept securely on the school network and archived at the end of each school year. This archive will be deleted after 7 years.

Journalists

- Photographs taken by journalists are exempt from the Data Protection Act as newspapers are subject to strict guidelines governing the press.
- The school will ensure that it politely checks that broadcasters and press who may be on the school premises are aware of the sensitivity involved in captioning, interviews and close or sports photography.

Opportunities

Use of the media provides North Town Primary School with both challenges and exciting opportunities. It is possible for us to connect with people all over the world with ease which will allow our curriculum to come alive for our children. The ability to connect and talk to someone in the area of the world you are learning about, and ask them any question, is a welcome addition to texts or videos.

We also have the opportunity for our children to present their learning in forms that are appropriate to them. Performing in front of an audience is rewarding but now we can share that performance with either a select few (using our virtual learning environment) or the world (using public websites).

Children are also provided with the opportunity to collaborate within their learning. The use of blogging and linking to other schools allows children to share and develop ideas that will inevitably enhance learning as well as better preparing them for the world of work.

Pupil Images

In this media rich environment we find ourselves surrounded by images and it is steadily becoming easier to share these with our family and friends. The media is no exception and images and information used in one place is regularly replicated or linked to from another.

It is impossible to fully control where images will be used within the media. For example, an article in the local newspaper is automatically placed on their website, which is then picked up by a national newspaper and the television news. Due to this, North Town Primary School operates a simple system of parental permission with regard to the use of pupil images in the media. Parents are therefore asked to give full permission or none for all images created and used. This does not apply to the use of children's images on displays within school.

We believe children are best exploring this environment within school with staff that are trained to support them opposed to independently and without protection. E-safety is taught and considered throughout all e-learning opportunities to ensure children know how to keep themselves safe.

Defining Media

The media is defined as a means of mass communication. The following list is not exhaustive and is liable to change.

- Newspapers
- School Prospectus
- Virtual Learning Environment

- Webcams/Video conferencing
- Websites, including,
 - Blogging (*twitter, primary blogger*)
 - Video sharing (*YouTube*)

School Responsibilities

- All staff are familiar with this policy and are responsible for implementing it.
- All images are only saved on the school and not taken off site on laptops, memory cards or USB devices.
- Images will only be taken and used that are appropriate and are considered be not to open to misuse.
- Images will show pupils in suitable dress to avoid the risk of appropriate use e.g. images of pupils in PE or swimming kit will only be included at the discretion of the Head teacher and Governing Body.
- Where possible, photos will be taken of groups of children rather than individuals.
- Where a photograph is used, only the pupil's forename will be used.
- We will ensure that personal details are not used in captions, tags or file names.
- Webcam/video conferencing will only be used in appropriate circumstances such as a normal class setting. Children will be made aware of when this equipment is in use.
- Images will only be recorded using school equipment. Staff's use of personal equipment (cameras, camera phones etc.) is not permitted.
- Pupils are allowed to bring mobile phones into school at their own risk. These given to the teacher and locked away at the beginning of the school day and returned at the end. Any deemed misuse, decided by the Head teacher, will result in the removal of this privilege.

Filming of Performances

- Under the terms of the Data Protection Act, parents, friends and family members can take images of their children and friends participating in school activities for family and personal use.
- If the recording is not for personal use e.g. with a view to selling the video, then consent of other parents whose children may be on film would be required. Without this consent, the Data Protection Act would be breached.

Consent

- Due to the number of occasions during a pupil's time at school that the school may wish to photograph or video the pupil, the school will seek consent from parents/carers once.
This policy and consent will cover the whole of the pupil's time at the school.
- The school will, at all times, consider the need to revisit consent in the event of a pupil's circumstances changing, or new applications for the use of pupil images.
- However, it is the responsibility of parents/carers to request any changes to their consent, which needs to be done in writing, to the Head teacher.

Misuse of images

Any evidence of the use of inappropriate images, or the misuse of images, will be reported to the school's designated child protection officer who may involve the Local Authority, Social Services and police as appropriate.