



SARUM HALL SCHOOL

TAKING, STORING AND USING IMAGES OF CHILDREN POLICY

Date: September 2025

Next Review Due: September 2026

Reviewed by: Chen Lee

I. This Policy

- This policy provides guidance to staff and information to pupils and their parents about how images of pupils are normally used by Sarum Hall School (“the school”). It also covers the use of cameras, video and filming equipment at school events and on school premises by parents and pupils themselves, and by the media.
- It applies alongside any Image Consent Form completed by parents and pupils, the school’s Privacy Notice, Data Protection Policy, and Retention of Records Policy.
- Safeguarding and online safety matters are more specifically addressed in the school’s Safeguarding and Online Safety Policies.
- Staff must also follow relevant staff guidance and training, including the Staff Handbook.

2. General Principles of Image Use

- We hope parents will feel able to support the school in using pupil images to celebrate the achievements of pupils, sporting and academic; to promote the work of the school; and for important administrative purposes such as identification and security.
- Photographs and video recordings of pupils and staff are classified as personal data under the UK GDPR.
- Parents are asked to provide consent annually via the [Image Consent Form](#). This ensures preferences remain current.
- Certain uses of images are necessary for the ordinary running of the school (e.g. administration, identification, education, security). These uses may not be subject to consent, though concerns will be considered.
- Other uses (such as celebrating pupil achievements, updating the community, or promotional activities) are considered legitimate interests of the school. Parents may object, and the school will respect reasonable requests.
- Consent may be withdrawn at any time by contacting the school office in writing.
- Where remote video provision for pupils (via e.g. Zoom or Teams) is necessary, e.g. for lessons, the school will notify its policies in respect of monitoring, recording and retention of such sessions (along with policies on appropriate dress and supervision).

3. Use and Publication of Certain Pupil Images

- Subject to any consents or objections in place, the school may use pupil images to keep the community updated and for marketing or promotional purposes, including:
- internal displays and noticeboards within the school premises;
- secure school digital platforms, such as iSAMS Parent Portal, Seesaw, Tapestry, Google Classroom, and Google Drive;
- printed school materials, including newsletters and the school magazine;
- the school’s website and official social media platforms (e.g. Instagram);
- official school photographs (individual portraits and class photographs taken by a professional photographer);
- exceptionally, in the press or other external advertisements for the school.

School’s approach:

- Legitimate interests will be relied upon for internal and routine uses (e.g. internal communications, school portal, school magazine, class photos).
- Consent will be sought for external uses that may be more intrusive or unexpected, such as when a pupil is the clear focus of an image published online. The school will discuss the use with the parents in advance.
- An Image Consent List is maintained and updated regularly so staff know which pupils can be included.
- The school will take reasonable steps following any objection or withdrawal of consent but cannot recall or destroy printed materials already produced. Any particular concerns or vulnerabilities relating to a pupil or their family should be drawn to the school's attention in advance. The safeguarding and best interests of pupils will remain the school's priorities at all times.

4. Use of Pupil Images for Identification and Security

- All pupils are photographed on entry and annually thereafter for internal identification. These photographs, including pupil name and year group, are securely stored in iSAMS and accessible only to academic, pastoral, and school office staff.
- CCTV operates across the school site and may capture pupil images. All footage is managed in accordance with the School's Privacy Notice and CCTV Policy.

5. Use of Pupil Images by External Media

- Parents will be notified where practicably possible when the media are expected to attend school events. The school will make every reasonable effort to ensure that pupils without consent are not photographed or filmed.
- The media may ask for the names of the relevant pupils to go alongside the images. It is not the School's policy to provide full or first names in this scenario, and these will only be provided where parents have been informed about the media's visit and either parent or pupil has specifically consented to the sharing of their name, for an appropriate and necessary purpose.

6. Security of Pupil Images

- Professional photographers and media representatives are always accompanied by staff while on site. The school uses only reputable professionals who follow safeguarding and GDPR requirements.
- The school takes appropriate technical and organisational security measures to ensure that images of pupils held by the school are kept securely on school systems, and protected from loss or misuse. The school will take reasonable steps to ensure that members of staff only have access to images of pupils held by the school where it is necessary for them to do so.
- Images are reviewed annually and deleted when no longer required.
- All staff are given guidance on the school's Policy on Taking, Storing and Using Images of Pupils, and on the importance of ensuring that images of pupils are made

and used responsibly, only for school purposes, and in accordance with school policies and the law.

- Photographs and videos of former pupils may be retained where necessary for the original purpose for which they were taken, or where the school considers them to be of historical or archival value. Such legacy materials may be kept in the school's archive to preserve the history and traditions of Sarum Hall School.

7. Use of Cameras and Filming Equipment (including mobile phones) by Parents

- Parents are welcome to take photographs or film their own children at school events, provided:
- When an event is held indoors, such as a play or a concert, parents should be mindful of the need to use their cameras and filming devices with consideration and courtesy for cast members or performers on stage and the comfort of others. Flash photography is not to be used indoors as it can disturb others.
- Parents are asked not to take photographs of other pupils, except incidentally as part of a group shot, without the prior agreement of that pupil's parents.
- Parents are reminded that such images are for personal use only. Images which may, expressly or not, identify other pupils should not be made accessible to others online (for example on Facebook, Instagram or by text or WhatsApp), or published in any other way.
- Parents are reminded that copyright issues may prevent the school from permitting the filming or recording of some plays and concerts. The school will always print a reminder in the programme of events where issues of copyright apply.
- Parents may not film or take photographs in changing rooms or backstage during school productions, nor in any other circumstances in which photography or filming may embarrass or upset pupils, by reference to their dress or activity or any other factor.
- Where parents wish to create shared collections (e.g. Year 6 Leavers' albums), they must seek approval from the school, sign the [Parent Agreement for Use of School-Owned Images](#), and ensure compliance with GDPR (e.g. using secure platforms and approved printers). The school will also take into account whether other parents of the year group have given consent for their child's images to be included. If consent has not been granted, those pupils' images must not appear in the collection.
- Should remote video provision at home (by Zoom, teams or otherwise) be required or facilitated by the school in any context, specific guidelines and instructions will be provided to ensure privacy and safety, including around dress and recording of video.

8. Use of Cameras and Filming Equipment by Pupils

- All pupils are encouraged to look after each other, and to report any concerns about the misuse of technology, or any worrying issues to a member of the pastoral staff.

- The use of cameras or filming equipment (including on mobile phones) is not allowed in toilets, washing or changing areas, nor should photography or filming equipment be used by pupils in a manner that may offend or cause upset.
- The misuse of images, cameras or filming equipment in a way that breaches this Policy, or the school's Anti-Bullying Policy, Data Protection Policy, Online Safety Policy, IT Acceptable Use Policy, Safeguarding Policy or the School Rules is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy as appropriate.