



Policies

Image Use Policy

Next review date: March 2029



Image Use Policy

We hold a photograph of each pupil on our secure management information system for identification purposes. Our legal basis for doing so is the legitimate interests of the data controller. We will not use photographs of your child for any other purpose without your consent.

1. Official Use of Images/Videos of Students by HCCS

Scope and aims of the policy:

- This policy seeks to ensure that images and videos taken within and by HCCS are taken and held legally and the required thought is given to safeguarding all members of the community.
- This policy applies to all staff including the governing body, teachers, support staff, external contractors, visitors, volunteers and other individuals who work for or provide services on behalf of the school (collectively referred to as 'staff' in this policy) as well as students and parents/carers.
- This policy must be read in conjunction with other relevant school policies including, but not limited to; safeguarding and child protection, anti-bullying, behaviour, data protection, Acceptable Use Policies
- This policy applies to all images, including still and video content taken by HCCS.
- All images taken by the school/setting will be used in a manner respectful of the seven Data Protection Principles set out in UK GDPR. This means that images will be:
 - processed lawfully, fairly and in a transparent manner in relation to individuals
 - collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes
 - adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed
 - accurate and, where necessary, kept up to date
 - kept on file for no longer than is necessary
 - processed in a manner that ensures appropriate security of the personal data, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organisational measures

Finally the academy via the accountable officer, as the data controller, will be accountable for, and able to demonstrate compliance with the principles outlined above.

- The Leadership team along with the Designated Safeguarding Lead and ICT support team are responsible for ensuring the acceptable, safe use and storage of all camera technology and images within the setting/school. This includes the management, implementation, monitoring and review of the School/Settings Image Use Policy.

Parental Consent:

- Permission from parents or carers will be obtained before images/videos of children are electronically published by the school. This will also cover the use of the images for professional, marketing and training purposes.
- Parental permission will be sought on admission to the school and will cover the full time period that the child remains a student at the school. This permission may be withdrawn at any time.

- Parental permission to cover one off events, such as school trips, may be sought at the discretion of the trip/event leader or head teacher. If one off permission is not deemed necessary, then the original consent form will stand.
- 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.
- Once a student reaches the age of 13 the school acknowledges that the student can make decisions about their own data and will therefore attempt to align parental consent with the student's own wishes.

Safety of images and videos:

- Only official setting owned equipment (e.g. work provided phones, digital or video cameras) will be used by staff to capture images of students for official purposes.
- Use of personal cameras by staff is prohibited at all times unless consent has been given by a member of the Leadership Team for a specific event. Images will be removed from the device as soon as possible and transferred to the school's system.
- Images will not be kept for longer than is to be considered necessary. Our ICT support team 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.
- 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.
- Any apps, websites or third party companies used to share, host or access children's images will be risk assessed prior to use. The school/setting will ensure that images are held in accordance with the Data Protection Act and GDPR, and suitable child protection requirements (if necessary) are in place.

Safe Practice when taking images and videos

- Careful consideration is given before involving very young or vulnerable children when taking photos or recordings, who may be unable to question why or how activities are taking place.
- The staff at the school will discuss the use of images with students in an age appropriate way.
- Images will not be taken of any student against their wishes. A student's right not to be photographed is to be respected.
- 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 DSL and the parent/carers.
- Photography is not permitted in sensitive areas such as changing rooms, toilets, etc with the exception of CCTV which may be used in accordance with our CCTV policy.

Publication and sharing of images and videos

- Images or videos that include children will be selected carefully for use, for example only using images of children who are suitably dressed
- Students' full names will not be used on the website or other publication, for example newsletters, social media channels, in association with photographs or videos.
- 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

2. 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 recordings within designated areas of the setting. Photography is not permitted in sensitive areas such as changing rooms, 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 and carers who are using photographic equipment must be mindful of others, including health and safety concerns, 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/Carers may contact the school Data Protection Administrator/Designated Safeguarding Lead to discuss any concerns regarding the use of images.
- Photos and videos taken by the school and shared with parents should not be shared elsewhere, for example posted on social networking sites. To do so may breach intellectual property rights, data protection legislation and importantly may place members of the community at risk of harm.

3. Use of Photos/Videos by Students

- The school will discuss and agree age appropriate acceptable use rules with children regarding the appropriate use of cameras, such as places children cannot take the camera, for example unsupervised areas, toilets etc.
- The use of personal devices e.g. mobile phones, tablets, children's own digital cameras, is covered within the schools mobile phone policy. While the school cannot accept any responsibility for images shared by students on their own devices we will investigate any malicious use of images on personal devices in line with our behaviour policy.
- All staff will be made aware of the acceptable use rules regarding children's use of cameras and will ensure that children are appropriately supervised when taking images for official or curriculum use.
- Members of staff will role model positive behaviour to the students by encouraging them to ask permission before they take any photos.
- Photos taken by students for official use will only be taken with parental consent and will be processed in accordance with GDPR and the Data Protection Act.
- Photos taken by students for official use will be carefully controlled by the school and will be checked carefully before sharing online or via digital screens.
- Still and video cameras provided for use by students and the images themselves will not be removed from the school but may be stored online through Google Drive.

4. Use of Images of Students 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. Permission will be sought from parents/carers as part of the school admission process.
- A written agreement will be sought between parents and carers and the press which will request that a pre-agreed and accepted amount of personal information (such as first names only) will 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 abides by any specific guidelines should they be requested. No responsibility or liability however can be claimed for situations beyond reasonable control, and where the school is to be considered to have acted in good faith.

5. Use of Professional Photographers

- Professional photographers who are engaged to record any events will be prepared to work according to the terms of the settings e-Safety policy.
- Photographers will sign an agreement which ensures compliance with GDPR and the Data Protection Act.
- Images will only be used for a specific purpose, subject to parental consent.
- Photographers will not have unsupervised access to students.

6. Use of Closed-Circuit Television (CCTV)

- The school uses a CCTV system to help with security of the site. The system may also be used to assist with behaviour incidents. Full details can be found in the CCTV policy.

7. Use of Images for Lesson Study/Observation

- The school may use camera equipment to record lessons so that they can be reviewed/studied at a later date.
- The recordings are held for 30 days. If a recording is saved to another location to be taken off site or used for longer than 30 days then permissions will be checked first and the usage will be logged and the appropriate security measures applied.
- Recordings are for professional use only and will only be viewed by school staff or for training purposes with our local Schools to aid professional development.
- The recordings will never be shared online or used in any promotional material.
- This is seen as an essential tool for staff development and permission to use this equipment in lessons will not be sought providing the recording is to remain on site.

8. Use of Technology for Online / Virtual Teaching

- The school will only use a provider that has the appropriate level of security.
- Wherever possible staff should use school devices and will only contact children via the pupil's school email address / login.
- Virtual lessons will be timetabled and senior staff, safeguarding lead and heads of departments are able to drop in to any virtual lessons at any time.
- Staff engaging in online learning will display the same standards or dress and conduct that they would in school.

9. Use of Artificial Intelligence (AI) for Image generation

- The school may use AI tools to create educational resources or illustrative media (e.g., historical reconstructions) to enhance learning.
- Students and Staff should only use authorised AI tools to ensure our data remains protected and not used to train AI models.
- All AI generated content must be reviewed by a staff member before use to ensure it is accurate and appropriate for its purpose.

- Any images used in official school publications that have been substantially generated or altered by AI will be clearly labelled as 'AI-Generated' or 'Digitally Altered'
- The creation, possession or distribution of 'deepfake' images, specifically those that superimpose a student or staff members face onto harmful or explicit content, is strictly prohibited.
- Any student or staff member that becomes a victim of image manipulation should report it immediately to the Designated Safeguarding Lead.

Date – April 2026 updated

For review – March 2029