

Gilded Hollins Community School



Photographic Policy

Reviewed: Summer 2025

This policy has been written with due regard to the Equality Act 2010

At Gilded Hollins Community School we strive to create an environment in which both children and adults feel happy, safe, secure and valued. We aim to ensure a whole school approach to the taking and use of photographs and moving images, and that this is understood by all staff, children, parents and outside agencies.

Introduction

This policy is about the use of images of people. The policy refers to both still and moving images. The policy applies equally to film and digital cameras, webcams, and mobile phones.

Some form of permission is needed to take pictures of people.

Care is needed with images where a person is clearly identifiable – either because the camera has focused on them, or because they are obviously the subject of the image. Where people’s faces are blurred or obscure, or they are one of a large group, it is not deemed necessary to exercise the same caution.

All school and council employees are subject to the law. No member of school staff should use images without being sure they have consent to do so.

Consent

Each year a consent form will be provided to all parents to complete and sign that will cover photography in school. The consent form is specific and includes all the activities in which school expects children to be involved. Whenever a photograph is used, the person using it must be confident that they have permission.

A list will be stored in the school office of pupils for whom we do not have photographic consent.

Press Photographers and Public Relations

Section 32 of the Data Protection Act gives the media an exemption from many of its requirements. This is not a licence for the press to do what they like, but press photographers and camera crews can record and use images without permission. However, when the press are invited to attend a school event it will be on the agreement that they will not take photographs of pupils for whom parental permission is withheld.

Images of our Pupils

Children have the same right to refuse photography as adults.

School will not record images of children where the child consents and the parents do not. If photographs are taken which are not covered by the consent form and it is impossible to gain parental consent at the time, the school will obtain consent from parents before the photographs are used for any reason.

Children will only be photographed or filmed in appropriate clothing and settings. Pictures in gymnastic or swimwear will not be taken unless the photographer has the permission of the child's parents.

Individual pictures

Photographs of a clearly identifiable child will always be covered by permission from that child's parents. This will either be via a consent form, or individual permission if the consent form does not cover the circumstances. Verbal permission will be sufficient if obtained directly in conversation with the child's parent or carer.

The use of images on the school website / school social media sites

Permission will be obtained from parents before images of any child appear on the school website / school social media sites.

The consent form will specify that images may be used on websites, and parents will have the opportunity to opt out. Children's full names will not be used to accompany website photographs.

Re-using and Sharing Images

Images will not be used for anything other than the original reason for taking the image without renewed consent from the subject(s). If school is unable to contact the subject, the image will not be reused for a new purpose that is not already covered by an existing consent form. Consent will not be assumed.

Images will be held for only for as long as they are needed.

Parents will be told if an image of their child is to be retained for a long period of time as part of a library of stock images. Images will only be shared with other organisations if the subject(s) have given prior approval.

Copyright

If the school employs a photographer to take images on the school's behalf, the school will, wherever possible, own the rights and retain copyright when the assignment is completed. The school will not agree to photographers from outside the school retaining copyright for images taken of schoolchildren. Staff will take all reasonable steps to ensure that images taken in school are not subsequently used or misused in a way that would offend or upset the people in those images.

Images taken by teachers and other staff

Images taken by staff on behalf of school belong to school. Images of children should be taken only on school equipment – not on personal cameras or personal mobile phones.

Staff will not take pictures of children without parental permission.

Class and Individual photographs

Anyone invited to school to take photographs for sale to parents will be subject to DBS regulations. Photographers will also comply with the Data Protection Act. In such circumstances school does not own the pictures themselves. Any contract or agreement will be between the photographer and parents who are buying the pictures.

Camera phones

Individual camera phones are locked away during the school day. Camera phones must not be used as cameras in schools, unless they are used by parents to take photographs of school performances.

Use of cameras in changing rooms and toilets

The use of cameras or image recording devices of any kind is prohibited in the toilets or changing rooms in any part of the school building or facility.

School events, concerts and plays

Parents and relatives are legally entitled to photograph or film concerts and events. Consent is not a legal requirement, as long as images are for private or home use. The school's consent form will address the issue of photographs at school events.

The Local Authority recommends allowing some photographs or videos to be taken at school events. However, at Gilded Hollins, photographs will only be allowed of children whose parents have signed the relevant section of the consent form. A reminder will be given at the beginning of each performance not to upload to social media any images that may include children other than the parents' own.

This policy was agreed and approved by Gilded Hollins School Governors and will be reviewed annually.

Gilded Hollins Community Primary School

Photographic Consent Form for the use of Photographs



and Filmed Images in School

Dear Parent / Carer,

Your permission is needed to cover photography and filmed images in school. This consent form is general and covers all the activities in which the school expects children to be involved. The use of film and digital cameras now form an integral part of school life and are used as part of assessment and evidence of good practice. Whenever photography is used, the person using it will ensure that permission has been granted. School may hold photographs or other images either in electronic or paper form. These are kept as part of pupil records and may be used to help staff recognise pupils unknown to them.

School may display on the school website, or within the school building, photographs taken on trips or at events held in school.

After a two week period the school will assume that it has consent to use images of children unless they have received a signed form withholding consent. This consent forms applies to the use of still/moving film, digital cameras and ipads.

SCHOOL PHOTOGRAPHER

Permission will be obtained for school photographs to be taken in school. The school is the venue for a transaction between parents and photographers and school does not own the copyright on the pictures.

SCHOOL EVENTS / PERFORMANCES

The school will allow photographs at school events (unless the production is copyrighted). This enables parents / carers to record their child's achievements. Should you not wish your child to be photographed during a performance or event, please specify below. School will, in this case, advise parents / carers at the performance not to take group photographs.

Photographs taken at school productions or events that feature children other than your own must not be shared via social media such as Facebook, Snapchat, Twitter etc, or personal websites.

Please complete and return the form below, ensuring your consent is granted or withheld for each individual scenario.

Gilded Hollins Primary School

Photographic Consent Form



Name of pupil _____ Year group _____

Signed parent / carer _____

General consent for the use of photographs and filmed images to be used in school:

GRANTED / WITHELD **Please cross out the option that does not apply**

Consent that images may be used on the school or council's website, or on school-run social media sites:

GRANTED / WITHELD **Please cross out the option that does not apply**

Consent for photographs during performances:

GRANTED / WITHELD **Please cross out the option that does not apply**

Consent for photographs to be taken by the local press to appear in their publications and on their websites:

GRANTED / WITHELD **Please cross out the option that does not apply**

Consent for a school photographer to take images for sale to parent / carer:

GRANTED / WITHELD **Please cross out the option that does not apply**