

# COURTWOOD PRIMARY SCHOOL

## **CAMERA IMAGE POLICY**

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**Approved by the Local Governing Committee**

**November 2025**

**Next review**

**Autumn 2027**

## INTRODUCTION

### PURPOSE

To reduce the potential for digital technology to be misused and improve the safety and welfare of pupils and adults in Courtwood Primary School by setting clear expectations for the appropriate creation, use, storage, and sharing of photographic and video images within the school community.

### POLICY

The use of cameras, smartphones and tablets is an essential and integral part of everyday life. As such, children, teachers, early years practitioners and all staff are encouraged to use this technology in a positive and responsible way.

It must be recognised, however, that digital technology has increased the potential for cameras and images to be misused, and inevitably there are concerns about the risks to which children and young people may be exposed.

We recognise that having clear policies and practices in place also protects Academy staff from misunderstanding, false accusations and potential damage to reputation arising from the use of digital images.

Practical steps must therefore be taken to ensure that the use of cameras, smartphones, tablets and images is managed sensitively and respectfully. A proactive and protective ethos should be reflected throughout, promoting effective safeguarding practice.

It must also be acknowledged that technology itself does not present the greatest risk; rather, it is the behaviour of individuals using such equipment that can create safeguarding concerns.

### AIM

The Camera and Image Policy at Courtwood Primary School aims to ensure the safe and appropriate use of cameras and images through agreed acceptable-use procedures. It will align with all relevant legislative requirements and uphold the rights, dignity, and privacy of every individual within the school community.

### SCOPE

This Camera and Image Policy applies to all individuals who may have access to, or make use of, photographic equipment within Courtwood Primary School. This includes (but is not limited to) children and young people, parents and carers, early years practitioners and their managers, volunteers, students, committee members, visitors, contractors, and community users.

The policy covers the use of all forms of photographic equipment. This includes mobile phones, smartphones, tablets, video cameras, webcams, portable gaming devices, and any other device with an inbuilt camera, as well as any digital technology used for storing, editing, or printing images.

The Senior Designated Professional for Safeguarding is responsible for ensuring the acceptable and safe use and storage of all camera technology and images. Their role includes overseeing the management, implementation, monitoring, and review of this Camera and Image Policy.

### LEGISLATIVE FRAMEWORK

This policy complies with the requirements of the Data Protection Act 1998, the Freedom of Information Act 2000, the Human Rights Act 1998, the General Data Protection Regulation (GDPR) 2018, and all other relevant legislation relating to the taking and use of photographic images of children at Courtwood Primary School.

All images will be used in a manner that is respectful of the eight Data Protection Principles. This means that images will be:

- Fairly, lawfully and transparently processed
- Processed for limited, specifically stated purposes
- Used in a way that is adequate, relevant and not excessive
- Accurate and kept up to date

- Stored for no longer than is necessary
- Processed in accordance with an individual's legal rights
- Kept securely
- Adequately protected if transferred to other countries

Where required, Courtwood Primary School will ensure appropriate registration as a data controller to allow personal information to be processed lawfully.

### **SAFEGUARDING PUPILS**

The welfare and protection of pupils at Courtwood Primary School is paramount, and careful consideration must always be given to whether the use of photography could place any pupil at risk. Images may be misused to harm pupils—for example, as a precursor to grooming or radicalisation, or by being shared inappropriately online, particularly on social networking sites. For this reason, consent is always sought before photographing pupils, with additional care taken when considering the photography of vulnerable pupils, including Looked After Children or those known to be fleeing domestic violence.

Consent must be obtained from those with parental responsibility (which may include the Local Authority in the case of Looked After Children).

### **CODE OF CONDUCT**

All staff at Courtwood Primary School must ensure that the policy and procedures outlined herein are adhered to at all times. The use of cameras and other photographic equipment is authorised only by the Principal. Staff should use such equipment solely for purposes approved by the Principal. It must be recognised that individuals may be granted different levels of responsibility regarding authorised use.

School cameras, smartphones, tablets, and other photographic equipment are to be used for work-related purposes only. The use of personal USB sticks or the transfer of images via unfiltered web mail is not permitted. The Principal reserves the right to view any images taken and to withdraw or modify an individual's authorisation to take or make images at any time. All staff must ensure that images are available for scrutiny and be able to justify any images in their possession. The Principal is responsible for ensuring the safe storage of all images in accordance with the Camera and Image Policy.

All staff have a duty to report any concerns regarding potential misuse of photographic equipment or images.

### **PARENT CONSENT**

As part of the admissions process, parents and carers will be asked to complete a consent form indicating their agreement or objection to the use of images of their child. A list of pupils for whom consent has been refused will be maintained by Courtwood Primary School, and every effort will be made by staff not to include these pupils in photographs or video footage.

### **SCHOOL PHOTOGRAPHY**

Photographic and/or video images taken by staff may be used for curricular or extra-curricular activities, displays, Courtwood Primary School website, school social media, Courtwood Primary School prospectus or newsletter, as evidence of a pupil's development, or as part of publicity in the media. Staff must ensure that:

- They are clear about the purpose of the activity and what will happen to the images once the activity is concluded.
- They always use Academy equipment when taking images.
- They never record images using personal cameras, mobile phones, or video equipment, or for their own personal use.
- They never photograph pupils in a state of undress, such as when changing for PE.
- They report any concerns about inappropriate or intrusive photography to the Designated Safeguarding Lead, following the Academy's safeguarding procedures.
- They have obtained parental permission to take, store, display, or publish the images.

## STORAGE OF IMAGES

Images retained by Courtwood Primary School will not be used for any purpose other than that for which they were originally taken, unless additional permission is obtained from the parent or carer. All images must be stored securely and password protected. Images should be destroyed or deleted from databases once they are no longer required for their original purpose.

Images that contribute to the history of Courtwood Primary School, its pupils, activities, or the wider community may be retained indefinitely.

## USE OF IMAGES OF CHILDREN BY THE MEDIA

There may be occasions when the press is invited to a planned event at Courtwood Primary School to take photographs of children who are participating. Parental or carer consent will always be sought before the press are given access to any child. Should a parent or carer choose not to give permission for their child to be photographed in such circumstances, this right will be respected at all times:

- The manner in which the press uses images will be controlled in accordance with relevant industry codes of practice and the law. The Principal will carry out checks to ensure that broadcasters and press photographers understand the sensitivity required, particularly regarding detailed captioning, one-to-one interviews, and close-up sports photography.
- A press representative will only be permitted to attend planned events to which they have been specifically invited. No authorisation will be given for unscheduled or uninvited visits by the press under any circumstances. In the event that the press attend without invitation, every reasonable effort will be made to protect children and parents/carers from intrusion.
- Every effort will be made to ensure that the press comply with the specific guidelines set out by Courtwood Primary School.

## USE OF A PROFESSIONAL PHOTOGRAPHER

Any professional photographer engaged to record events at Courtwood Primary School will be required to work in accordance with this policy and the following guidelines:

- In the context of data protection legislation, the photographer will be considered a **data processor**, and any agreement with them will comply with the General Data Protection Regulation (GDPR) 2018, the Freedom of Information Act 2000, and the Human Rights Act 1998.
- Photographers will only be employed if they can guarantee that they will act appropriately to prevent unauthorised or unlawful processing of images and will have insurance in place to protect against accidental loss, destruction, or damage to personal data.

## THE RIGHT OF PARENTS / CARERS TO TAKE PHOTOGRAPHS AND VIDEOS.

Parents and carers are welcome to take images of their own children at awards ceremonies and Courtwood Primary School events, with the permission of the Principal. However, care must be taken not to interfere with the smooth running of the event, breach commercial copyright laws, or compromise health and safety.

Parents and carers must ensure that:

- They respect the Academy's decision to prohibit photography of certain pupils or particular events.
- Any images taken are for personal use only.
- Images including children other than their own are not sold or shared on the internet. If they are, this may contravene Data Protection legislation, and they will be asked to remove them. Images must never be used in a way that could cause offence or harm.

The Principal reserves the right to refuse parents or carers the opportunity to take photographs or make videos on health and safety grounds. This right will be implemented where deemed necessary.

## **CLOSED-CIRCUIT TELEVISION (CCTV)**

CCTV at Courtwood Primary School is used for the following purposes:

- To control access to the school site
- To monitor security
- For site management
- To act as an effective deterrent to prevent crime and discourage trespass

### **Procedures:**

- All areas covered by CCTV are clearly signposted, and notices are displayed.
- Recordings are retained for 30 days only, after which they are erased.
- Cameras are positioned to monitor the school site; no cameras are directed at toilet cubicles or other sensitive areas.
- During operational and out-of-hours periods, cameras may capture inappropriate activities taking place on the premises.
- If such recordings indicate criminal activity or raise safeguarding concerns, the information will be referred to the appropriate authorities.

**At Courtwood Primary School, all staff, and where appropriate, parents/carers and pupils, are required to sign the Acceptable Use Policy. Together, these policies outline the procedures and requirements for the taking, use, and storage of photographs, digital images, and videos. Additionally, all parents are asked to provide consent for their child's images to be captured and are fully informed about the contexts, nature, and intended use of these images.**

**The relevant Acceptable Use Policies are contained in Appendices 1, & 2 of this document**

## ACCEPTABLE USE POLICY (AUP):

### ADULTS WORKING WITH CHILDREN AGREEMENT FORM

This agreement covers the use of digital technologies at Courtwood Primary School, including email, Internet, intranet and network resources, learning platforms, software, equipment, and systems.

By signing this agreement, I agree to the following:

- I will only use Courtwood Primary School's digital technology resources and systems for professional purposes or for uses deemed reasonable by management.
- I will not reveal my password(s) to anyone.
- I will follow good practice when creating and using my password. If my password is compromised, I will change it immediately. I will not use anyone else's password if it is revealed to me and will advise them to change it.
- I will not allow unauthorised individuals to access any of Courtwood Primary School's systems.
- I will ensure all documents, data, and resources are saved, accessed, and deleted in accordance with Courtwood Primary School's network, data security, and confidentiality protocols.
- I will not engage in any online activity that could compromise my professional responsibilities.
- I will only use the approved email system for work-related communications at Courtwood Primary School.
- I will only use Courtwood Primary School-approved communication systems for contacting pupils or parents/carers.
- I will not browse, download, or send material that could be considered offensive to colleagues.
- I will report any accidental access to, or receipt of, inappropriate material, or any filtering breach, to a member of SLT.
- I will not download any software or resources from the Internet that could compromise the network or are not adequately licensed.
- I will not publish or distribute work protected by copyright.
- I will not connect any computer, laptop, or other device (including USB drives) to the network or Internet unless it has up-to-date antivirus software. I will ensure any loaned equipment is maintained with the recommended antivirus, firewall, and other ICT security systems.
- I will not use personal digital cameras or camera phones to take or transfer images of pupils or staff without permission, and I will not store such images at home without explicit authorisation.
- I will ensure that any private social networking sites, blogs, or similar platforms I create or contribute to are not confused with my professional role. I will ensure appropriate security settings are in place to avoid compromising my professional responsibilities.
- I will not create a business account on any social networking site unless fully authorised by the appropriate manager for a specific purpose.
- I agree and accept that any computer or laptop loaned to me by Courtwood Primary School is provided solely to support my professional responsibilities, and I will report any "significant personal use" as defined by HM Revenue & Customs.
- I will access Courtwood Primary School's resources remotely only through approved methods and follow all e-security protocols.
- I will ensure that any confidential data transported between locations is encrypted and handled according to Courtwood Primary School's data security protocols.
- I understand that data protection policies require any information I access regarding pupils or service users to be kept private and confidential, except where I am legally required to disclose it to an appropriate authority.
- I understand it is my duty to support a whole organisation safeguarding approach and will alert Courtwood Primary School's named child protection officer or relevant senior staff member if I believe any behaviour of a pupil, service user, or staff member is concerning or inappropriate.

- I understand that all Internet and network usage may be logged and that this information could be reviewed by my manager.
- I understand that failure to comply with this agreement could result in disciplinary action.

**I agree to abide by all the points above.**

**I understand that it is my responsibility to ensure that I remain up-to-date and read and understand the Courtwood Primary School's most recent e-safety policies.**

**Signature .....** **Date .....**

**Full Name .....** **(printed)**

**Job title .....**

## Policy: Use of Digital and Video Images

### In this school:

- We only use digital photographs or video when we have received permission from parents/carers. This permission is gained as part of the school agreement form when their child joins the school via the GDPR Parent/Carer Consent form which covers use of all forms of photographic use.
- Digital images /video of pupils are stored on the school's network and images are deleted regularly or following pupils' departure from school at the end of year 6 – unless an item is specifically kept for a key school publication;
- We do not identify pupils in online photographic materials or include the full names of pupils in the credits of any published school produced video materials / DVDs;
- Staff sign the school's Acceptable Use Policy and this includes a clause on the use of mobile phones / personal equipment for taking pictures of pupils;
- The school blocks/filters access to social networking sites or newsgroups unless there is a specific approved educational purpose;
- Pupils are taught about how images can be manipulated in their E-Safety education programme and also taught to consider how to publish for a wide range of audiences which might include governors, parents or younger children as part of their ICT scheme of work.
- Pupils are advised to be very careful about placing any personal photos on any 'social' online network space. They are taught to understand the need to maintain privacy settings so as not to make public, personal information.
- Pupils are taught that they should not post images or videos of others without their permission. We teach them about the risks associated with providing information with images (including the name of the file), that reveals the identify of others and their location, such as house number, street name or school. We teach them about the need to keep their data secure and what to do if they are subject to bullying or abuse.

### Website:

- The Principal takes overall editorial responsibility to ensure that the website content is accurate and the quality of presentation is maintained;
- Uploading of information is restricted to our website authorisers;
- The school web site complies with the school's guidelines for publications;
- Most material is the school's own work; where other's work is published or linked to, we credit the sources used and state clearly the author's identity or status;
- The point of contact on the web site is the school address, telephone number and we use a general email contact address; [admin@courtwood.org.uk](mailto:admin@courtwood.org.uk). Home information or individual e-mail identities will not be published;
- Photographs published on the web do not have full names attached;
- We do not use pupils' names when saving images in the file names or in the tags when publishing to the school website;
- We expect teachers using' school approved blogs or wikis to password protect them and run from the school website.