



Photography and Images Policy

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This policy is based on an original template produced by The National College. Burscough Village Primary School has reviewed, adapted and amended the content to ensure it reflects the school's own context, practice and statutory responsibilities.

Contents:

Statement of intent

1. **[Updated]** Legal framework
2. Roles and responsibilities
3. Definitions
4. **[New]** Lawful bases for taking, using and sharing images
5. General procedures
6. Additional safeguarding procedures
7. Use of electronic devices
8. **[Updated]** Sharing of images
9. Storage and retention
10. Appropriate use of images under UK GDPR and the DPA 2018
11. Use of a professional photographer
12. Monitoring and review

Appendices

- A. Staff agreement form
- B. Photography and video parental consent form
- C. Photography and video staff consent form

Statement of intent

At **Burscough Village Primary School**, we use images and videos for a variety of purposes, including prospectuses, display boards, educational purposes, conferences and the school website. We understand that parents may also wish to take videos or photos of their children participating in school events for personal use.

Whilst we recognise the benefits of photography and videos to our school community, we also understand that these can have significant risks for those involved. Under the legal obligations of the UK GDPR and the Data Protection Act (DPA) 2018, the school has specific responsibilities in terms of how photos and videos are taken, stored and retained.

The school has implemented a policy on the safe cameras and recording equipment by staff, pupils and parents to reflect the protective ethos of the school with regard to pupils' safety.

In order to ensure that, as far as possible, the use of photography and video is safe at all times, the policy provided below should be followed. This policy is applicable to all forms of visual media, including film, print, video, DVD and websites.

1. **[Updated]** Legal framework

This policy has due regard to current legislation and statutory or non-statutory guidance, including:

- Data Protection Act 2018 and UK General Data Protection Regulation (UK GDPR), as amended by the Data (Use and Access) Act 2025
- Freedom of Information Act 2000
- Equality Act 2010
- Human Rights Act 1998
- Voyeurism (Offences) Act 2019
- DfE, 'Keeping children safe in education 2026'
- DfE, 'Data protection in schools', including 'Taking and using photos and videos, and using CCTV in schools' (updated July 2026)
- HM Government, 'Working Together to Safeguard Children'
- ICO guidance on children's information, lawful bases, consent and taking photographs in schools

This policy operates in conjunction with the following school policies:

- Data Protection Policy
- Records Management Policy
- Anti-bullying policy
- Social Media Policy
- Device and Technology Acceptable Use Agreement
- Staff Code of Conduct
- Staff ICT and Electronic Devices Policy
- Pupils Personal Electronic Devices Policy
- Online Safety Policy
- Child Protection and Safeguarding Policy
- Behaviour Policy

2. Roles and responsibilities

The headteacher will be responsible for:

- Ensuring that the policy, privacy notices, records of processing and retention arrangements identify the purpose and lawful basis for each use of images and videos.
- Ensuring suitable technical and organisational controls are in place for taking, transferring, storing, sharing and deleting images.
- Deciding, with advice from the DSL and DPO where appropriate, whether photography or filming by parents and visitors is permitted at an event.
- Ensuring all staff receive safeguarding and data-protection information relevant to images, personal devices, online publication and reporting concerns.
- Ensuring any safeguarding concern or allegation about an adult's use of images is managed under the Child Protection and Safeguarding Policy, Staff Code of Conduct and low-level concerns or allegations procedures, as applicable.

The DSL will be responsible for:

- Maintaining a child-centred assessment of any safeguarding risk connected with taking, using or sharing an image, including online risk and the potential for identification, location disclosure, coercion, bullying, harassment or exploitation.
- Consulting the designated teacher, social worker, carers or parents, as appropriate, for looked-after, previously looked-after or adopted children and for any child whose circumstances create an additional security risk.
- Ensuring relevant restrictions are communicated securely to staff on a need-to-know basis and are reviewed when circumstances change.
- Acting immediately on concerns, recording decisions and rationale, and making referrals or sharing information where necessary to safeguard a child; data protection will not be treated as a barrier to proportionate safeguarding action.
- Liaising with the DPO where an image may involve a personal-data breach, while ensuring that safeguarding action is not delayed.

Parents and pupils will be responsible for:

- Reading the school's privacy information and recording preferences or permissions where requested.
- Informing the school promptly if circumstances or image-use preferences change.
- Following event instructions and not publishing identifiable images of other children on public or unrestricted social media without an appropriate lawful basis.
- Reporting any concern about an image or recording to a member of staff or the DSL.

3. Definitions

"Camera" is used to refer to mobile phones, tablets, webcams, portable gaming devices, and any other equipment or devices which may be used to take photos.

"Personal use" of photography and videos is defined as the use of cameras to take images and recordings of children by relatives, friends or known individuals, e.g. a parent taking a group photo of their child and their friends at a school event. These photos and videos are only for personal use by the individual taking the photo and are not intended to be passed on to unknown sources. The principles of the UK GDPR and the DPA 2018 do not apply to images and videos taken for personal use.

"Official school use" is defined as photography and videos which are used for school purposes, e.g. for building passes and identity cards. These images are likely to be stored electronically alongside other personal data. The principles of the UK GDPR and the DPA 2018 apply to images and videos taken for official school use.

"Media use" is defined as photography and videos which are intended for a wide audience, e.g. photos of children taken for a local newspaper. The principles of the UK GDPR and the DPA 2018 apply to images and videos taken for media use.

Staff may also take photos and videos of pupils for **"educational purposes"**. These are not intended for official school use, but may be used for a variety of reasons, such as school displays, special events, assessment and workbooks. The principles of the UK GDPR and the DPA 2018 apply to images and videos taken for educational purposes.

"Personal electronic devices" are defined as devices that are used to store, generate, or transmit information or data in any form, including audio, visual or text. Such devices may include, but are not limited to, the following items:

- Any type of computer or computer-like instrument.
- Portable devices, such as tablets, laptops, mobile phones, personal digital assistants (PDAs), portable hard drives, USBs, pagers, and smart or electronic watches.
- The components of any such devices above.

4. **[New]** Lawful bases for taking, using and sharing images

The school recognises that photographs and videos of identifiable individuals constitute personal data under data protection law. The school will ensure that a valid lawful basis is established before any images are taken, used or shared.

The school will identify and apply the most appropriate lawful basis depending on the purpose of the image processing. The main lawful bases the school will rely on are public task, consent, and legitimate interests, in line with guidance provided by the ICO.

Public task

The school will rely on the lawful basis of public task where images are necessary for carrying out official duties and functions. This may include, but is not limited to:

- ID cards.
- Registers.
- Classroom seating plans.
- PE peg labels.
- Personal storage or drawer labels.
- Medication and Health Care Plans

The school will use images under public task where they are essential for administration, safeguarding, identification, or the efficient operation of the school.

The school will consider any objections from pupils or parents regarding the use of images under public task. While individuals have the right to object, the school will assess each request carefully and determine whether there are compelling legitimate grounds to continue processing, particularly where safeguarding or identification is concerned.

Where appropriate, the school will offer reasonable alternatives, such as non-photographic identification methods.

The school will clearly explain the use of images under public task within its privacy notice and will ensure that all objections are handled fairly, transparently and in accordance with UK GDPR requirements.

Consent

Where the school relies on consent, it will ensure that consent is:

- Freely given.
- Specific.
- Informed.
- Unambiguous.

For pupils of primary-school age, the school will normally obtain consent from a person with parental responsibility where consent is the lawful basis for using an image. The proposed use will also be explained to the pupil in an age-appropriate way, and staff will take account of the pupil's wishes, level of understanding and best interests. A pupil will not be pressured to be photographed or filmed, even where parental consent has been given.

When deciding whether a pupil can give valid consent, the school will consider safeguarding factors and whether the risks are fully understood by the pupil.

When using consent as a lawful basis, the school will:

- Clearly explain how images will be used at the point of collection.
- Keep accurate records of consent, including who gave it, when, how, and what information was provided.
- Keep consent under review and refresh it when the purpose, context, platform, audience or relevant circumstances change; the school may also review preferences annually as good administrative practice.
- Seek new consent where images are to be used for a different purpose than originally agreed.

Where consent is the lawful basis, it may be withdrawn as easily as it was given. The school will stop future processing based on that consent and will remove the image from locations under its control where reasonably practicable, unless another lawful basis or a legal, safeguarding or evidential requirement applies. Withdrawal does not make earlier lawful processing unlawful.

The school will handle withdrawal requests sensitively, particularly where they relate to safeguarding or changes in personal circumstances.

Legitimate interests

The school may rely on legitimate interests where image use is necessary for purposes that are reasonable, proportionate, and do not override the rights and freedoms of the individual.

In such cases, the school will:

- Carry out a legitimate interests assessment to ensure the processing is justified.
- Consider the impact on pupils and their families.
- Seek permission as a matter of good practice, even where formal consent is not required.
- Provide clear and accessible ways for pupils and parents to opt out.

The school will make it clear how individuals can:

- Opt out at the time images are taken.
- Change their preferences at a later date.

The school will act on opt-out requests promptly. This may include removing images from digital platforms and ensuring they are not used in future materials. Where images have already been published in printed materials, the school will ensure they are not reused in subsequent editions.

The school will distinguish clearly between permission and consent, recognising that permission supports transparency and trust but does not replace the requirement for a lawful basis.

5. General procedures

Photos and videos of pupils will be carefully planned before any activity and the DPO will oversee the planning of any events where photos and videos will be taken.

Where photos and videos will involve pupils who are LAC, PLAC, or adopted, or pupils for whom there are security concerns, the headteacher will liaise with the DSL to determine the steps involved.

While the school will not always need permission to take a photo or video, the school will check whether any restrictions have been set before using, storing, or sharing images.

Before an activity, staff will check the current image-use register and any safeguarding restrictions. A pupil will not be excluded from the underlying educational activity solely because permission for a particular photograph or publication has not been given; staff will use practical alternatives, such as positioning the pupil outside the frame, taking non-identifying images or providing an equivalent activity.

Staff planning image use will consult the DSL where a pupil is looked after, previously looked after, adopted, subject to a court order, at risk of being located, or otherwise identified as needing additional protection. Decisions and the reasons for them will be recorded and shared only with staff who need to know.

A school-owned digital camera/IPAD will be used to take photos and videos of pupils.

Staff will ensure that all pupils are suitably dressed before taking any photos or videos.

Where possible, staff will avoid identifying pupils by name or any other identifiable data. If names are required, only first names will be used.

The school will not use photos or videos of:

- Any pupil who is subject to a court order.
- Children who have left the school, without the consent of their parents or, where appropriate, the children themselves.
- Staff members who have left the school, without their consent.

Photos and videos that may cause any distress or embarrassment will not be used.

Any concern about intrusive, secret, coercive or inappropriate photography, filming, image editing or publication will be reported immediately to the DSL. Concerns about an adult working with children will also be referred to the headteacher or chair of governors, as appropriate, under the school's allegations and low-level concerns procedures. The DPO will be informed where there is a possible personal-data breach, but safeguarding action will not be delayed.

6. Additional safeguarding procedures

The school will consider certain circumstances that may put a pupil's security at greater risk and, thus, may mean extra precautions are required to protect their identity.

The DSL and/or Designated Teacher (DT) will, in known cases of pupils who are LAC, PLAC or adopted, liaise with the pupil's social worker, carers or adoptive parents to assess the needs and risks associated with the pupil.

Any measures required will be determined between the DT, DSL, DPO, social worker, and carer and/or adoptive parent with a view to minimising any impact on the pupil's day-to-day life. The measures implemented will be one of the following:

- Photos and videos can be taken as per usual school procedures
- Photos and videos can be taken within school for educational purposes and official school use, e.g. on registers, but cannot be published online or in external media
- No photos or videos can be taken at any time for any purposes

Any outcomes will be communicated to all staff members via **a staff meeting** and the list outlining which pupils are not to be involved in any videos or photos, held in the **school office**, will be updated accordingly.

7. Use of electronic devices

Staff members and pupils will be issued with school-owned devices to assist with their work, where necessary. Requirements around the use of school-owned devices can be found in the school's Device and Technology User Agreements.

Misuse of cameras, filming equipment or other devices in a way that breaches school policy will always be taken seriously and may be the subject of disciplinary procedures, or dealt with under the relevant safeguarding policy as appropriate.

Staff use of digital cameras and other electronic devices

Photos and videos will only be taken for educational purposes and in school or educational provision settings.

Staff will take images or recordings of pupils only on school-owned, school-managed devices authorised for that purpose. Personal phones, personal cloud accounts and personal messaging or social-media accounts must never be used to capture, transfer, store or share images of pupils.

The school-owned devices will be located and stored securely in classroom and office spaces. Members of staff will be responsible for making sure that the camera/Ipads is locked away after use at the end of the day. Members of staff will not be allowed to take school cameras or memory cards home.

Staff or other adults will not take photos of pupils in vulnerable circumstances, such as when they are upset or inappropriately dressed. Members of staff and the school community will be required to report inappropriate use of digital cameras and images to the headteacher. If it is found that any incidents raise child protection concerns, immediate action will be taken in consultation with the DSL.

Where school-owned devices other than digital cameras/IPADS are used, images and videos will be provided to the school at the earliest opportunity and then removed from the devices.

Photos and videos taken by staff members on school visits may be used for educational purposes, e.g. on displays or to illustrate the work of the school, where an appropriate legal basis has been obtained.

Use of personal devices by staff

Staff must not use personal devices to photograph, film, transfer, store or share images of pupils. Where specialist equipment is required, it must be school-owned or formally commissioned, risk-assessed, approved by the headteacher and DPO, and subject to written security, access, transfer and deletion arrangements.

Any personal electronic device that is brought into school is the responsibility of the user. Staff will not be permitted to use their personal devices during lesson time. Staff will not use their personal mobile phones, or any other personal device, to take images and videos of pupils.

Personal devices are not permitted to be used in the following locations:

- **Classrooms**
- **Toilets**
- **Changing facilities**

Use of personal devices by pupils

All pupils will be 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.

Unless exceptional circumstances apply, pupils will not be permitted to keep personal mobile devices on their person throughout the school day in accordance with the Mobile Devices Policy.

Pupils' use of school-owned devices will be appropriate for the purpose they are intended for. Any misuse of school-owned devices will be dealt with in accordance with the Behaviour Policy.

Inappropriate use of devices will be outlined in the Mobile Devices Policy, while the sharing of indecent images will be detailed in the Child Protection and Safeguarding Policy and Youth-produced Sexual Imagery (YPSI) Policy.

Use of personal devices by parents

Parents and visitors are expected to keep mobile phones and other personal devices put away while on the school premises, including at drop-off and collection times, unless their use has been expressly authorised by the school. This supports safeguarding, protects privacy and helps adults remain attentive and present around children: **greet children with a smile, not a screen.**

Parents or family members will be welcome to take photos of (and where appropriate, film) their own children taking part in school events, subject to the following guidelines, which the schools will expect all parents to follow. Parents will:

- Follow the school's announcement and any event-specific restriction on photography or filming.
- Keep the focus on their own child and avoid photographing or filming pupils identified by the school as needing additional protection.
- Avoid obstructing views, disrupting the event or using flash where it may cause distraction.
- Use recordings for personal or household purposes only. Images containing other children must not be posted to a public or unrestricted account or otherwise widely shared without an appropriate lawful basis and consideration of safeguarding risk.
- Stop recording and, where necessary to protect a child, delete or remove an image when reasonably requested by the school.

8. **[Updated]** Sharing of images

[Updated] When deciding whether it is appropriate to share images, the school will consider:

- Any safeguarding implications.
- The lawful basis for doing so.
- Whether pupils and parents are aware of the risks.
- Whether any parents or pupils have put in place any restrictions on permission to do so.

The school may use images in newsletters, on its website, in prospectuses, on approved social-media channels, during trips, performances and sports events, or in classroom displays only where the purpose, lawful basis, audience and retention period have been recorded. As a publicly funded school, public task will generally be considered first for functions carried out in the public interest. Legitimate interests will not be used for processing undertaken in the school's public-authority functions. Consent may be used where a genuine, specific choice can be offered, including some promotional or third-party uses.

Before online publication, the school will consider whether an image reveals a child's full name, location, routine, uniform details, disability, health information, family circumstances or other

information that increases risk. Privacy settings will be set restrictively where appropriate, geolocation and unnecessary metadata will be removed where practicable, comments and resharing controls will be managed, and no live location information will be published.

Where a third-party photographer, platform or cloud service processes images on the school's behalf, the school will complete proportionate due diligence, document the controller/processor roles, use an appropriate written contract, restrict access and onward use, consider international transfers, and require secure return or deletion at the end of the service.

[New] If parents share photos or videos of other pupils publicly, the school may ask them to remove the image if it raises privacy or safeguarding concerns.

9. Storage and retention

As per the UK GDPR and the DPA 2018, images obtained by the school will not be kept for longer than necessary; retention periods for the different types of personal data are outlined in the school's **Records Management Policy**.

Hard copies of photos and video recordings held by the school will be annotated with the date on which they were taken and will be stored in **locked stock room**. They will not be used other than for their original purpose, unless permission is sought from the headteacher and parents of the pupils involved and the DPO has been consulted.

Digital photos and videos held on the school's drive are accessible to staff only. Photos and videos are stored in labelled files, annotated with the date, and are only identifiable by year group or class number – no names are associated with images and videos. Files are password protected and only staff members have access to these passwords – these are updated **regularly** to minimise the risk of access by unauthorised individuals.

Paper documents will be shredded or pulped and electronic memories scrubbed clean or destroyed once the retention period has ended. The DPO will review stored images and videos on a **termly** basis to ensure that all unwanted material has been deleted.

When consent is withdrawn, the school will stop future processing based on consent and will remove images from locations under its control where reasonably practicable, subject to any overriding legal, safeguarding, archival or evidential requirement. The school cannot guarantee recall of printed copies already distributed or copies lawfully made by others, but it will not reuse the image.

Where a pupil's security risk has changed, the DSL will inform the headteacher immediately. If required, any related imagery and videos involving the pupil will be removed from the school drive immediately. Hard copies will be removed by returning them to the parent/pupil or by shredding, as appropriate.

Official school photos will be held on SIMS alongside other personal information and retained for the length of the pupil's attendance at the school, or longer, if necessary, e.g. due to a police investigation.

Images taken on authorised school devices will be transferred to the approved secure school storage as soon as practicable and normally on the same working day. Once transfer has been checked, working copies will be deleted from the capture device unless there is a documented operational reason to retain them temporarily.

Members of staff will maintain responsibility for ensuring that images are safely stored, particularly on memory sticks and hard drives. They will take reasonable measures to ensure that they do not come into the possession of unauthorised persons.

Images must not be altered, enhanced, composited or used to train or prompt a generative-AI service unless the headteacher and DPO have approved the purpose, lawful basis, supplier and safeguards. Editing must not mislead, sexualise, ridicule, stigmatise or otherwise create a safeguarding risk. Materially altered or AI-generated images must be clearly identified where there is a risk that viewers could mistake them for an authentic record.

If the memory card for individual school cameras needs to be replaced, then the replaced memory card will be destroyed to ensure that no images can be recovered. Members of staff must remember that, even when images are physically deleted from a camera or memory card, the camera or the memory card must be appropriately disposed of to ensure that no imprint remains.

10. Appropriate use of images under UK GDPR and the DPA 2018

Photos will be used in school for many reasons and the different uses for the same image should be considered separately, as each photograph and use will potentially have different conditions for processing.

As a public body, the school will consider whether the processing is taking place in the performance of its duties as a public authority. Where this is the case, the legal basis for processing will be recorded as 'public task', not 'legitimate interests' – public authorities cannot use legitimate interests as a lawful basis if the processing is in the performance of their tasks as a public authority.

The school will use privacy notices with declarations attached to inform staff, pupils and parents about how their personal data may be collected and as one method of gaining consent.

To judge whether legitimate interest can be used as the basis for processing data, the school will carry out three different tests. These are:

- A purpose test – establishing the reasons for using the data, what will be achieved and whether the benefits are justifiable.
- A necessity test – establishing whether the processing of pupils' data will be useful and whether there is a less intrusive way of reaching a means to an end.
- A balance test – establishing the impact it will have on the data subject by processing the data for said reason.

These three tests make up a 'legitimate interest assessment' (LIA) – the school will carry out an LIA prior to obtaining the data and it will be recorded in a physical copy in compliance with the UK GDPR and the DPA 2018.

Photos used in identity management

These are likely to be essential for performing the public task of the school, but they will be deleted once the child is no longer in attendance – as they are no longer needed for the purpose for which they were held.

Photos used for marketing purposes

Photos will not be used for marketing purposes unless the school has specific informed consent for the images and the images are only used in line with the consent provided.

The school will recognise that when images are posted on the school website anyone may view the images, and consequently this may result in a greater risk of misuse of images. The school will therefore give specific consideration to the suitability of images for use on the school's website.

Photos in the school environment relating to education

These photos may be essential for performing the public task of the school, but once the pupil has left the school this argument is insufficient. If the school wishes to display the image beyond the pupil's time at the school, the school will obtain the pupil's permission. If permission is not granted, the image will be removed.

When gaining consent, including when initially taking the photograph or when the purpose of the image has changed, the pupil, or where appropriate their parents, will be informed of the retention period pertaining to the use of the image. If the image is still on display after the retention period stated in the privacy notice used to gain consent, the school will be in breach of data protection obligations and may be subject to a fine.

11. Use of a professional photographer

If the school decides to use a professional photographer for official school photos and school events, the headteacher will:

- Complete proportionate due diligence and record whether the photographer acts as an independent controller or as a processor on the school's behalf.
- Put in place an appropriate written agreement covering purpose, instructions, confidentiality, security, access, retention, deletion, breach reporting and any onward processing.
- Provide a clear safeguarding brief and require visible identification while on site.
- Inform pupils and parents about the photography, intended uses and relevant choices before the event.

- Ensure the photographer is appropriately supervised and never has unsupervised or one-to-one access to pupils.
- Prevent use of the material for the photographer's portfolio, advertising, AI training or any other purpose unless this has been separately assessed, communicated and lawfully authorised.

12. Monitoring and review

This policy will be reviewed annually by the headteacher, DSL and DPO, and sooner following a relevant change in legislation or guidance, a safeguarding incident, a data breach, a significant change in technology or platforms, or a change in school practice. The next scheduled review date is 21 September 2027.

Any changes to this policy will be communicated to all staff, parents and, where appropriate, pupils.

Staff agreement form

I will not use digital cameras, camera phones or any other device to take and/or transfer images of pupils or staff without permission and will not store images at home without permission.

I understand that it is my responsibility to ensure that I have read and understood the school's policy with regard to the use of cameras and electronic devices in school and I agree to follow by the above requirements.

Signature _____ Date _____

Full name _____ (printed)

Job title _____

School _____

Authorising signature

Signature _____ Date _____

Full name _____ (printed)

Photography and video parental consent form

This form explains how Burscough Village Primary School may use images and videos of your child for purposes where the school seeks consent or permission. Other necessary uses, such as safeguarding, identification or educational administration, may rely on another lawful basis and will be explained in the school's privacy notice.

Name of pupil	
Name of parent	
Year group and class number	

Why do we need your consent?

We ask you to record separate choices for the optional uses listed below. Your choice will not affect your child's education or access to school activities.

If you do not agree to an optional use, the school will not use your child's image for that purpose. The school may still process images where another lawful basis applies and the use is necessary, proportionate and explained in the privacy notice.

Why do we use images and videos of your child?

We may use images and videos to celebrate learning and achievement in school displays and newsletters, share school life through the school website and approved social-media channels, support prospectuses and other marketing, and enable agreed local-media coverage. Each purpose is managed separately so that you can make a clear choice.

Where the school uses images of individual pupils, the name of the pupil **will not** be disclosed. Where an individual pupil is named in a written publication, a photograph of the pupil **will not** be used to accompany the text.

If, for example, a pupil has won an award and their parent would like their name to be published alongside their image, **separate consent** will be obtained prior to this.

We may take images or videos of individual pupils and groups of pupils to use on social media, the school website, in school prospectuses and other printed publications, such as a newsletter.

Who else uses images and videos of your child?

It is common that the school is visited by local media and press who take images or videos of school events such as sports days. Pupils will appear in these images and videos, and these may be published in local or national newspapers, or on approved websites.

Where an external organisation would like to take, use or publish images or videos of your child, the school will tell you who the organisation is, explain the intended purpose and how the images or videos will be used, and seek your specific consent before any image or recording is taken, shared or published.

What are the conditions of use?

- This consent form is valid for the current academic year.
- It is the responsibility of parents to inform the school, in writing, if consent needs to be withdrawn or amended.
- The school will not use the personal details or full names of any pupil in an image or video on our website, in our school prospectuses or any other printed publications.
- The school will not include personal emails, postal addresses, or telephone or fax numbers on images or videos on our website, in our school prospectuses or any other printed publications.
- The school may use pictures of pupils and teachers that have been drawn by pupils.
- The school may use work created by pupils.
- The school may use group or class images or videos with general labels, e.g. 'sports day'.
- The school will only use images and videos of pupils who are suitably dressed, i.e. it would not be suitable to display an image of a pupil in swimwear.
- The school will take class images of your child which are available to purchase annually.

Providing your consent

Please read the following conditions thoroughly and provide your consent as appropriate by ticking either 'Yes' or 'No' for each criterion.

The school will **only** publish images and videos of your child for the conditions that you provide consent for.

I provide consent to:	Yes	No
The school photographing my child.		
The school videoing my child.		
The school using images of my child on the school website.		

The school using videos of my child on the school website.		
The school using images of my child on social media, including the following: • <u>Facebook</u> • <u>Instagram</u>		
The school using videos of my child on social media, including the following: • <u>Facebook</u> • <u>Instagram</u>		
The local media using images of my child to publicise school events and activities (only including the organisations outlined above).		
The local media using videos of my child to publicise school events and activities (only including the organisations outlined above).		
The school using images of my child in marketing material, e.g. in the school brochure and prospectus.		
The school sharing my child's data with a school-appointed external photography company for official school images. This includes the following: • Name • Class • Roll number		

Refreshing your consent

This policy will be shared with parents annually. Parents will be reminded of the consent choices currently recorded for their child and how they can amend or withdraw consent at any time. Parents will not normally be required to complete a new form each academic year; fresh consent will be sought where the purpose, platform, audience or intended use changes, or where a change in the child's circumstances requires the school to review consent.

Consent will be reviewed where relevant circumstances change, including:

- New requirements for consent, e.g. an additional social media account will be used to share pupil images and videos

- Changes to a pupil's circumstances, e.g. safeguarding requirements mean a pupil's image cannot be used
- Changes to parental consent, e.g. amending the provisions for which consent has been provided.

Where you would like to amend the provisions for which consent has been provided, you must submit your request in writing. A new form will be supplied to you to amend your consent accordingly and provide a signature.

Withdrawing your consent

Parents have the right to withdraw their consent at any time. Withdrawing your consent will not affect any images or videos that have been shared prior to withdrawal.

If you would like to withdraw your consent, you must submit your request in writing to the headteacher.

Declaration

I, _____ (name of parent), understand:

- Why my consent is required.
- The reasons why **Burscough Village Primary School** uses images and videos of my child.
- Which other organisations may use images and videos of my child.
- The conditions under which the school uses images and videos of my child.
- That I have provided my consent above as appropriate, and the school will use images and videos of my child in line with my requirements.
- Consent is refreshed on an **annual** basis and I must re-provide consent if I consent to images and videos of my child being used in other academic years.
- That I will be required to re-provide consent where any circumstances change.
- That I can amend or withdraw my consent at any time and must do so in writing to the headteacher.

Name of parents	
Signature	
Date	

If you have any questions regarding this form, please do not hesitate to contact the school office.

Photography and video staff consent form

This form explains how Burscough Village Primary School may use images and videos of you for optional publicity and promotional purposes. Necessary uses connected with employment, security or identification may rely on another lawful basis and will be explained in the staff privacy notice.

Name	
Job role	

Why do we need your consent?

This policy will be shared with staff annually. Staff will be reminded of the consent choices currently recorded for them and how they can amend or withdraw their consent at any time if their preferences or circumstances change.

Without your consent, the school will not use images and videos of you. Similarly, if there are only certain conditions under which you would like images and videos of you to be used, the school will abide by the conditions you outline in this form.

Why do we use images and videos of you?

We may use images and videos of staff to communicate school life, recognise professional contributions and support the school website, approved social-media channels, prospectus, newsletters and agreed media coverage. Staff will be offered clear choices for optional uses, and refusal will not lead to detriment.

We may take images or videos of individual staff members and groups of staff members to use on social media, the school website, in school prospectuses and other printed publications, such as a newsletter.

Who else uses images and videos of you?

It is common that the school is visited by local media and press, who take images or videos of school events such as sports days. Staff members will appear in these images and videos, and these may be published in local or national newspapers, or on approved websites.

What are the conditions of use?

- This consent form is valid for the academic year.
- It your responsibility to inform the school, in writing, if consent needs to be withdrawn or amended.
- The school will not use your personal details or full name in an image or video, on our website, in our school prospectuses or any other printed publications.

- The school will not include your personal email, postal address, or telephone or fax number on images or videos on our website, in our school prospectuses or any other printed publications.
- The school may use group or class images or videos with general labels, e.g. 'sports day'.

Providing your consent

Please read the following conditions thoroughly and provide your consent as appropriate by ticking either 'Yes' or 'No' for each criterion.

The school will **only** publish images and videos of you for the conditions that you provide consent for.

I provide consent to:	Yes	No
The school photographing me.		
The school videoing me.		
The school using images of me on the school website.		
The school using videos of me on the school website.		
The school photographing me for my staff ID badge.		
The school using images of me on social media, including the following: • <u>Twitter</u> • <u>Facebook</u> • <u>Instagram</u>		
The school using videos of me on social media, including the following: • <u>Twitter</u> • <u>Facebook</u> • <u>Instagram</u>		
The local media using images of me to publicise school events and activities (only including the organisations outlined above).		
The local media using videos of me to publicise school events and activities (only including the organisations outlined above).		

The school using images of me in marketing material, e.g. in the school brochure and prospectus.		
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Refreshing your consent

This policy will be shared with staff annually. Staff will be reminded of the consent choices currently recorded for them and how they can amend or withdraw their consent at any time. Staff will not normally be required to complete a new form each academic year; fresh consent will be sought where the purpose, platform, audience or intended use changes, or where a change in circumstances requires consent to be reviewed.

Consent will also be refreshed where any changes to circumstances occur – this can include, but is not limited to, the following:

- New requirements for consent, e.g. an additional social media account will be used to share images and videos
- Changes to your circumstances, e.g. safeguarding requirements mean your image cannot be used
- Changes to your consent, e.g. amending the provisions for which consent has been provided.

Where you would like to amend the provisions for which consent has been provided, you must submit your request in writing to the headteacher. A new form will be supplied to you to amend your consent accordingly and provide a signature.

Withdrawing your consent

You have the right to withdraw your consent at any time. Withdrawing your consent will not affect any images or videos that have been shared prior to withdrawal.

If you would like to withdraw your consent, you must submit your request in writing to the headteacher.

Declaration

I, _____ (name), understand:

- Why my consent is required.
- The reasons why the school uses images and videos of me.
- Which other organisations may use images and videos of me.
- The conditions under which the school uses images and videos of me.
- That I have provided my consent above as appropriate, and the school will use images and videos of me in line with my requirements.
- That my existing consent choices will remain in place, the policy will be shared with me annually, and I can amend or withdraw my consent at any time.

- That I will be required to re-provide consent where any circumstances change.
- That I can amend or withdraw my consent at any time and must do so in writing to the headteacher.

Name	
Signature	
Date	

If you have any questions regarding this form, please do not hesitate to contact the headteacher.