St. Mary & St. Andrew's Catholic Primary School

USE OF IMAGES POLICY

MISSION STATEMENT

We are guided by God who is at the centre of everything we do.
We support each other to be the best we can be to secure bright futures for everyone.
With our parishes, families and the community, we work together to create a school that is safe, happy, respectful and inspirational.

INTRODUCTION

We celebrate our pupils' achievements and promote school life through photographs and videos. However, pupil safety, privacy, and online protection are paramount. This policy outlines how images are captured, stored, and shared safely in compliance with NSPCC, UK Safer Internet Centre (UKSIC), and KCSIE guidance. It applies to all staff, governors, volunteers, parents, and visitors.

Legal & Regulatory Framework

This policy complies with:

- UK General Data Protection Regulation (UK GDPR) & Data Protection Act 2018
- Keeping Children Safe in Education (KCSIE)
- Protection of Children Act 1978 & Sexual Offences Act 2003
- Human Rights Act 1998 & Copyright, Designs and Patents Act 1988

Legal Basis for Processing:

- Legitimate Interest: Internal identification, tracking pupil progress, assessment, safeguarding and internal displays.
- Consent: External publication, including the school website, social media, local press and promotional materials.

Safer Internet & Safeguarding Principles (UKSIC & NSPCC Alignment)

To minimise risks (such as unauthorised contact, profiling, or inappropriate image re-use), the school enforces the following safeguards:

- First-Name Only Rule: Online posts and publicity will only use pupils' first names. Full names will never be paired with photographs without specific, additional written consent.
- Metadata Removal: Prior to uploading any image online, metadata (EXIF data and geotagging/location info) must be stripped from the file to prevent location tracking.
- Website Audits: The Senior Leadership Team (SLT) conducts periodic audits of the school website and social media to ensure image necessity, replacing identifiable pupil photos with generic, group or pupils facing away visuals.
- Appropriate Presentation: All children featured in published images must be appropriately dressed and presented.
- Staff Training: Staff receive regular training on secure image handling, emerging online risks, and incident response procedures.

Date Approved: October 2026 Date to be reviewed: October 2027

Storage & School-Owned Devices

- Approved Equipment Only: Staff must only use school-owned devices (cameras, school tablets or the school phone) to capture images. Personal devices are strictly prohibited.
- Secure Storage: Images must be transferred to the secure school server within 7 days and deleted from temporary device storage immediately.
- Access Control: Images on the server are accessible only to authorised staff.
- Retention & Destruction: Images are retained for the duration of the pupil's time at the school and securely deleted once no longer required or upon leaving.

Mobile Phones & Personal Devices

Pupils

- Pupils are not permitted to bring mobile phones or personal electronic devices into school.
- If a device must be brought in, it must be handed to the school office upon arrival and retrieved at the end of the day.
- Misuse of cameras or devices will trigger disciplinary procedures under the Behaviour Policy and may be referred to Children's Social Care or the police where necessary.

Staff

- Personal mobile phones/devices must remain switched off or in silent mode and stored away during teaching time.
- Bluetooth functions must be hidden/disabled.
- Staff must never use personal phones to photograph or record pupils.

Parents, Visitors, & School Events

Parents and carers are welcome to capture memories during school productions, sports days and PTFA events, subject to the following rules:

- Personal Use Only: Images/videos taken by parents are for private family use only. Under NSPCC and school safeguarding guidelines, parents must not publish photos or videos featuring other children on social media or the internet.
- Discretion of the Headteacher: Photography/filming at events remains at the discretion of the SLT to prevent disruption and ensure safeguarding.
- Takedown Requests: If a parent uploads an image of another child to social media, the school will request its immediate removal. Non-compliance may result in the parent being banned from taking photos at future events.

Media & External Publicity

- External Media: Local press or external media presence at school events is strictly managed. Parents will be informed in advance and asked for request for any requests of pupil images being used.
- Media Consent: Media outlets seeking to publish full names with photos must obtain explicit written consent.
- Commercial Photographers: Commercial photographers will be briefed on safeguarding rules and supervised at all times.

Parental Consent & Right to Withdraw

- Parental consent is requested when a child joins St. Mary & St. Andrew's Catholic Primary School.
- Consent covers school publications, the school website and official social media (e.g. Facebook).
- Parents/carers may modify or withdraw their consent at any time by submitting a request in writing to the school office.

Appendix 1: Technical Guide – Metadata Removal (EXIF Data)

To ensure privacy, staff must strip location data before uploading files online:

Steps to Remove Metadata DOCX:

PC / Windows

1. Right-click image → Properties → Details tab.
2. Click Remove Properties and Personal Information.
3. Select Create a copy with all possible properties removed.
4. Verify the new file properties.

MacOS

1. Open image in Preview → File → Export.
2. Under Info, ensure Include Location Information is unchecked.
3. Ensure title contains no identifiable pupil details.
4. Click Save.