



Photography and Filming Policy

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1. Introduction

This policy sets out the rules governing the taking, use, storage, sharing and publication of photographs and videos at Sunnyfields Primary School. It ensures compliance with:

- **UK GDPR** and the **Data Protection Act 2018** which set out lawful, fair and transparent processing of children's personal data and special category data, including images
- **Keeping Children Safe in Education (KCSIE) 2025**, which sets legal safeguarding duties for schools
- **DfE Data Protection in Schools Guidance (2025)**, including expectations around safe handling of personal data such as images
- **ICO Guidance – Taking Photos in Schools**, clarifying responsibilities, parental rights, and personal vs public use of images
- **UK Safer Internet Centre (2025) guidance** on secure storage and online publication of images
- **NEU Guidance on Photographs in Schools (2024)**, summarising legal obligations relating to images, consent and data protection
- **NSPCC Guidance on photographing and filming children**, emphasising risk mitigation and safeguarding considerations

Taking photographs and videos is a valuable way to celebrate children's achievements. However, the school also has a responsibility to ensure that all image use complies with safeguarding, privacy, and data protection obligations.

This policy applies to **all staff, governors, parents, carers, pupils, visitors and external agencies**.

2. Core Principles

2.1 Safety (Safeguarding First)

Photography and filming must never endanger a child or compromise safeguarding, in line with **KCSIE 2025** expectations for protecting children both online and offline.

2.2 Privacy

Children and families have the right to privacy. Use of images must comply with **UK GDPR requirements for lawful processing of children's personal data** and must be transparent and limited to agreed purposes.

2.3 Professional and Appropriate Representation

Images must never bring the school, pupils, or staff into disrepute.

2.4 Sharing Children's Achievements Responsibly

Parents naturally want to celebrate their child's achievements, but this must be balanced with safeguarding and data protection duties.

3. Consent

- Consent for image use is obtained upon admission and stored in accordance with **DfE data protection requirements** and **UK GDPR**.
- Parents may withdraw or give consent at any time.
- Consent covers the school website, ClassDojo, printed publications, and school-managed social media (Facebook only).

4. School Website & Social Media (Facebook and ClassDojo Only)

All images/videos published by the school must:

1. Exclude any child without consent.
2. Avoid identifying any child by full name (UKSIC best practice recommends "images-no-names / names-no-images").
3. Avoid content that could embarrass or endanger a child.
4. Comply with **DfE Data Protection in Schools guidance** for lawful sharing and retention of children's data.

Only authorised staff may publish content. The school does **not** use Twitter/X, Instagram, TikTok, or YouTube—**only ClassDojo and Facebook**.

5. Parents and Carers at School Events

Parents may take photos/videos **only at designated events** and must follow these conditions:

- Images are for **personal use only** (ICO guidance) and must not be placed on public social media accounts, including public Facebook, Instagram, X/Twitter, TikTok, YouTube etc.
- Photos must **not** include staff unless the staff member is part of a whole-group shot or performance.
- Reminders will be given at all events. See (appendix 2) for what to read out at the start of an event.
- The poster (appendix 3) should be on display at all school events
- A parent friendly version of this policy (appendix 1) should be shared at the start of each school year.

Designated events include:

- Christmas/Nativity
- Sports Day
- Summer Fayre
- Year 6 Leavers' Assembly

No photos may be taken outside the event location (e.g., hall, field).

6. Strict Ban: Photography Anywhere on School Property by Parents Before or After School

Parents and carers must not take photographs or videos on school grounds at any time outside designated events, including:

- Before school
- After school
- At classroom doors or windows
- In playgrounds, corridors, or car parks

This aligns with safeguarding expectations within **KCSIE 2025**, which emphasises controlling unauthorised image capture and reducing risks to vulnerable pupils, and NSPCC guidance on preventing unauthorised sharing that could place children at risk.

7. Staff Use of Images

- Staff must use **school-owned devices only**, consistent with best practice for secure data handling (DfE Data Protection in Schools guidance).
- Images must be stored securely on school servers and deleted when no longer needed.
- Images may not be stored on personal devices or shared with family/friends.
- Staff who are parents must follow the same rules as any parent.

8. Pupil Use of Images

- Pupils may only use school equipment under supervision.
- Pupils must not upload images of school premises, staff or pupils to any online platform.
- These restrictions align with safeguarding expectations around online conduct in **KCSIE 2025**.

9. External Photographers

External photographers must comply with:

- **UK GDPR and Data Protection Act 2018** requirements for secure handling of personal data
- All school safeguarding rules
- Prior written approval from the Headteacher

10. Distribution and Publication of Photos by Parents

- Photos taken at events may be kept **privately** only.
- They may **not** be posted on public social media (ICO guidance) because parents cannot ensure compliance with data protection or safeguarding risks.

Failure to follow this may result in removal of image-taking privileges and possible referral to the police where safeguarding is compromised.

11. Withdrawal of Permission

If a parent violates this policy, the Headteacher may restrict their right to take photos at future events. Serious breaches may be referred to external agencies.

12. Scope

This policy applies to all school activities **except public events** such as fairs where entry is unrestricted. Even at these events, parents must remain mindful of safeguarding and avoid posting identifiable images publicly.

13. Definitions

For the purpose of this policy, "camera" includes any device capable of capturing an image: mobile phones, tablets, laptops, smartwatches, gaming devices, etc.

Appendix 1

Sunnyfields Primary School

Photography & Video Policy – Parent Summary (2026)

We want to celebrate children's achievements while keeping everyone safe. This summary explains what parents and carers need to know about taking, using and sharing photos at school.

Why we have this policy

- To keep all children safe
- To protect everyone's privacy
- To follow national laws and safeguarding guidance
- To make sure photos used by the school are appropriate and secure

1. Consent

- When your child joins the school, you tell us whether we can use their photo.
- You can **change or withdraw consent at any time** by contacting the office.
- We always follow your wishes.

2. Where the School Shares Photos

We only share photos on:

- **ClassDojo**
- **The official school Facebook page**
- The school website

We **do not** use Twitter/X, Instagram, YouTube or TikTok.

We never publish a child's full name with their photo.

3. Parents Taking Photos at School Events

You may take photos and short videos at events such as:

- Nativity/Christmas performances
- Sports Day
- Summer Fayre
- Year 6 Leavers' Assembly

However:

- Photos are for **your personal use only**.
- Please **do not post them on public social media**.
- Please avoid photographing children who aren't yours.
- Staff should only be photographed if they are part of a group or performance.

We will remind everyone of these rules at each event.

4. No Photos on School Grounds Before or After School

For safeguarding reasons:

Parents must not take photos or videos anywhere on school property at drop-off or pick-up.

This includes:

- On the playground
- At classroom doors
- In the car park
- Through windows
- During clubs or wrap-around care

Only designated school events allow photography.

5. Photos Inside the School

Parents may **not**:

- Take photos inside classrooms
- Take photos during school trips
- Record staff separately (unless part of a whole-group moment)

If you are volunteering or helping on a trip, you cannot take photos of children.

6. Sharing Photos Online

Photos taken at school events:

- **Can be shared privately** with close family/friends
- **Must not be posted publicly** on Facebook, Instagram, X/Twitter, TikTok, YouTube or any other platform

This protects children who must not be identifiable online for safeguarding reasons.

7. External Photographers

Professional or press photographers must:

- Be approved by the Headteacher
- Follow all safeguarding rules
- Only photograph children with parental consent

8. Pupils Taking Photos

Children may only take photos:

- On **school-owned devices**
 - Under staff supervision
- They must never upload images from school to any online account.

9. Staff Taking Photos

Staff:

- Use **school devices only**
- Store images securely
- Only use photos for learning, displays, or approved social media
- Never share images with anyone outside school

10. If the Rules Are Not Followed

The school may:

- Ask a parent to delete inappropriate images
- Remove the right to photograph at future events
- Take further action if a child's safety is put at risk

We appreciate your support

These rules help us keep every child safe while still enjoying the special moments school life brings.

If you have any questions, please speak to the school office.

Appendix 2

Parent Photography Script for School Events

“Good [morning/afternoon/evening] everyone, and welcome. Before we begin, I need to share a quick safeguarding reminder about photos and videos today.

You are very welcome to take photos and short video clips of your own child during the performance. However, these images must be for your *personal use only*. Please do not upload any photos or videos taken today onto public social media, including Facebook, Instagram, TikTok, or X/Twitter.

This follows national guidance from the Information Commissioner’s Office, which states that while personal photos at school events are allowed, anything shared publicly could identify other children and place them at risk. We appreciate your support in keeping everyone safe.

Please also avoid filming other children wherever possible, and make sure you are not blocking the view of others while recording.

A reminder that photography is only permitted during this event, here in this space. Photos and videos must not be taken anywhere else on school grounds — including before or after school.

If at any point we need to pause to protect a child’s privacy, we will do so — thank you in advance for your understanding.

We really appreciate your cooperation. Your support helps us follow best-practice safeguarding guidance and ensures all our families feel safe and respected.

Now, please sit back, relax, and enjoy the performance!”

Appendix 3

■ Safeguarding Notice

Photography & Filming at School Events

- ✓ You may take photos and short videos of YOUR child during this event.
- Do NOT post any images online (Facebook, Instagram, TikTok, X/Twitter).
- Please avoid photographing other children wherever possible.
- No photography anywhere on school grounds before or after the event.
- ✓ Thank you for helping us keep every child safe!

Sunnyfields Primary School – Keeping Everyone Safe Together