



Camera and Image Use

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1. Aims

This policy seeks to ensure that images taken within and by Mersham Primary School are taken and held legally and the required thought is given to safeguarding all members of the community.

This policy applies to all staff including the governing body, teachers, support staff, external contractors, visitors, volunteers and other individuals who work for or provide services on behalf of the school (collectively referred to as staff in this policy) as well as children and parents/carers.

This policy must be read in conjunction with other relevant policies including, but not limited to; child protection, anti-bullying, behaviour, mobile and smart technology, data security, image use, Acceptable Use Policies (AUPs), confidentiality and relevant curriculum policies including computing, Personal Social and Health Education (PSHE), Citizenship and Relationships and Sex Education (RSE).

This policy applies to all images, including still photographs and video content taken by Mersham Primary School.

All images taken by Mersham Primary School will be used in a manner respectful of the Data Protection Principles. This means that images will be processed:

- fairly, lawfully and in a transparent manner
- for specified, explicit and legitimate purposes
- in a way that is adequate, relevant limited to what is necessary
- to ensure it is accurate and up to date
- for no longer than is necessary
- in a manner that ensures appropriate security

The Data Protection Officer (DPO) within the setting (Office Manager) supported by the Designated Safeguarding Lead (Cheryl Chalkley, Headteacher) and Senior Leadership Team are responsible for ensuring the acceptable, safe use and storage of all camera technology and images within the setting. This includes the management, implementation, monitoring and review of the Camera and Image Use Policy.

2. Official Use of Images of Children

2.1 Parental Consent

Written consent from parents or carers will always be obtained before images of children are taken, used or published. This is obtained via a consent form in the admission pack and/or via the Arbor parent app.

Mersham Primary School uses images for a variety of purposes, including, the publicity and sharing of children's learning and experiences with the wider community, to evidence learning in books, to share learning on class/school newsletters and the school website and image for formal school use on Arbor.

Written consent will always be sought to take and use images offsite for professional, marketing and training purposes. This may be in addition to parental permission sought for onsite images.

Consent forms are stored in the pupils paper file and this consent data is transferred onto Arbor. Written consent from parents will be kept by the school/setting where children's images are used for publicity purposes, such as brochures or publications, until the image is no longer in use.

Parental permission will be sought at the time of admission to the school. Parents can choose to change their consent preferences at any time via the school office.

A record of all consent details will be kept securely on file. Should permission be withdrawn by parents/carers at any time, future image will not be shared by the school. Only at the specific request of parents, will past images (while consent was given) be removed.

2.2 Safety of Images

All images taken and processed by or on behalf of the school/setting will take place using school/setting provided equipment and devices and in line with this and other associated policies, including but not limited to Child Protection, Staff Behaviour/Code of Conduct. Amend and include other policies as appropriate.

Staff will receive information regarding the safe and appropriate use of images as part of their data protection and safeguarding training.

Staff will:

- only publish images of learners where they and their parent/carer have given explicit written consent to do so.
- only take images where the child is happy for them to do so.
- ensure that a senior member of staff is aware that the equipment is being used and for what purpose.
- avoid making images in a one-to-one situation.

Staff will not:

- take images of learners for their personal use.
- display or distribute images of learners unless they are sure that they have parental consent to do so (and, where appropriate, consent from the child).
- take images of learners using personal equipment
- take images of learners in a state of undress or semi-undress or which could be considered as indecent or sexual
- take images of a child's injury, bruising or similar or make audio recordings of a child's disclosure.

All members of staff, including volunteers, will ensure that all images are available for scrutiny and will be able to justify any images in their possession.

Images will only be retained when there is a clear and agreed purpose for doing so. Mrs Chalkley (Headteacher and Lead DSL) will ensure that all images are permanently wiped from memory cards, computer hard and portable drives or other relevant devices once the images will no longer be of use.

Images will be stored in an appropriately secure place.

Images will remain stored within the school setting where possible, but where devices are taken off-site, appropriate passwords and restricted access to devices will be a priority.

Any memory stick/storage or device containing images of children to be taken off site for further work will be suitably protected.

The Headteacher (or Deputy Headteacher in her absence) reserves the right to view any images taken and can withdraw or modify a member of staffs' authorisation to take or make images at any time.

Any apps, websites or third-party companies used to share, host or access children's images will be risk assessed prior to use.

The school will ensure that images always are held in accordance with the UK General Data Protection Regulations (UK GDPR) and Data Protection Act, and suitable child protection requirements, if necessary, are in place.

Images will be disposed of should they no longer be required. They will be returned to the parent or carer, deleted and wiped or shredded as appropriate. Copies will not be taken of any images without relevant authority and consent from the DSL and the parent/carer

3. Safe Practice when Taking Images

Careful consideration is given before involving very young or vulnerable children when taking photos or recordings, who may be unable to question why or how activities are taking place.

The school will discuss the use of images with children and young people in an age-appropriate way.

A child or young person's right not to be photographed or videoed is to be respected. Images will not be taken of any child or young person against their wishes.

Photography or video recording is not permitted in sensitive areas such as changing room, toilets, swimming lessons etc.

Images or videos that include children will be selected carefully for use, for example only using images of children who are suitably dressed.

4. Publication and Sharing of Images

Children's' full names will not be used on the school website or other publication, for example newsletters, social media channels, in association with photographs or videos.

The school will not include any personal addresses, emails, telephone numbers, fax numbers on video, on the website, in a prospectus or in other printed publications.

5. Usage of Apps/Systems to Share Images with Parents

The school uses Google Classroom and Tapestry (EYFS only); to upload and share images of children with parents.

The use of the system has been appropriately risk assessed and the Headteacher has taken steps to ensure all data stored is held in accordance with GDPR and the Data Protection Act.

Images uploaded to online platforms, will only be taken on school devices.

All users of Tapestry and Google Classroom; are advised on safety measures to protect all members of the community, for example, using strong passwords, logging out of systems after use etc.

Parents/carers will be informed of the expectations regarding safe and appropriate use (For example, not sharing passwords or copying and sharing images) prior to being given access. Failure to comply with this may result in access being removed.

6. Use of Video Surveillance, including CCTV

All areas which are covered by video surveillance will be well signposted, and notifications are displayed so that individuals are advised before entering such vicinity.

Recordings will be retained for a limited time only and for no longer than their intended purpose; this will be for a maximum of 30 days.

Regular auditing of any stored images will be undertaken by the Data Controller and/or DSL or other members of staff as designated by the management team.

If cameras record activities taking place on the premises which are of a criminal nature or give any cause for concern, then information will be referred to the appropriate agency.

Video surveillance cameras will be appropriately placed within the setting.

CCTV is used for security purposes, but can also be accessed by the SLT team when investigating behaviour incidents in the school. This footage can be shown to the children involved when resolving such issues to clarify a sequence of events.

Members of the SLT (Headteacher and Deputy Headteacher) and the site manager have access to the Hik-Connect App on their personal devices to allow the security of the school to be monitored (via the CCTV cameras) during off-site hours.

7. Use of Webcams

Parental consent will be obtained before webcams will be used within the setting environment for education purposes.

Where webcams are used with children to access or engage with education (for example remote learning), images and recording will be held in accordance with the UK General Data Protection Regulations (UK GDPR) and Data Protection Act, and any necessary child protection requirements will be implemented.