



Head Teacher: Kerrie L Clowes MA BA (Hons) PGCE NPQH
Deputy Head: Sarah L Booker BA (Hons) QTS
Deputy Head: Emma E Doyle BA (Hons) PGCE NASENCO
Assistant Head: Joel M Edwards MA BA(Hons) QTS

Scrooby Road, Harworth, Doncaster, South Yorkshire, DN11 8JT
Tel: 01302 742477
Email: office@harworth.snmat.org.uk

Image Use Policy

July 2026

Review date: July 2027

Harworth Church of England Academy Image Use Policy

Official Use of Images/Videos of Children

Scope and aims of the policy

- This policy ensures that images and videos taken within and by Harworth Church of England Academy are taken, used and stored legally, safely and in line with safeguarding expectations.
 - This policy applies to all staff, including governors, teachers, support staff, contractors, visitors and volunteers, as well as pupils and parents/carers.
 - This policy covers all types of images, including photographs and videos taken by or on behalf of the school.
 - All images will be processed in line with data protection principles. This means that images will be:
 - processed fairly, lawfully and in a transparent manner
 - used for specified and legitimate purposes
 - adequate, relevant and limited to what is necessary
 - accurate and up to date where required
 - retained only for an appropriate period
 - stored securely
 - The Senior Leadership Team is responsible for ensuring the safe use, storage and management of images within the school.
-

Lawful basis and consent

- **Parents/carers will be informed how images are used and will be given the opportunity to grant or withdraw permission at any time.**
 - **Where appropriate, explicit consent will be obtained, particularly for external use such as marketing, publicity or social media.**
 - Written permission will be sought on admission and reviewed periodically.
 - A record of permissions will be stored securely.
 - Where permission is withdrawn, images will be removed where possible, and future use will cease.
-

Safety of images and videos

- All images must be taken using school-provided devices only.
 - Use of personal devices by staff to capture images is prohibited.
 - Staff will receive training on safe image use and safeguarding.
 - Images must be available for scrutiny and staff must be able to justify their purpose.
 - Images will not be kept longer than necessary.
 - **As a general principle, images will be reviewed annually and deleted when no longer required, unless there is a safeguarding, legal or educational reason to retain them.**
 - Images must remain on school systems.
 - Removal from site requires permission from the DSL, DPO and parent/carer.
 - If images are taken off-site:
 - details must be recorded (who, what, when, why)
 - data must be stored securely
 - Only authorised platforms may be used.
 - Third-party apps or websites must be risk assessed before use.
 - Images will be disposed of securely (deleted, shredded or returned).
-

Publication and sharing of images

- Images will be selected carefully and show children appropriately dressed.
 - Images will not include unnecessary identifying details.
 - Full names will not be used alongside images.
 - Personal contact details will never be published.
 - **The school recognises the risks associated with online sharing, including misuse, manipulation or unauthorised distribution of images, and will take reasonable steps to minimise these risks.**
-

Safe practice when taking images

- Careful consideration is given before photographing vulnerable pupils.
 - The use of images will be explained to pupils in an age-appropriate way.
 - Pupils have the right to refuse images being taken.
 - Photography is not allowed in sensitive areas such as toilets, changing rooms or swimming areas.
-

Use of images by parents and carers

- **Parents and carers may take photographs or videos at school events for personal use only.**
 - **They must not share images of other children on social media or online platforms without consent from the relevant parents/carers.**
 - **The school reserves the right to prohibit photography at events where there are safeguarding concerns.**
-

Use of photos/videos by children

- Pupils will be taught safe and appropriate use of images.
 - Clear rules will be in place for use of cameras.
 - Pupils will be supervised when using cameras.
 - Permission must be sought before taking photos.
 - Images taken by pupils:
 - o will only be used for educational purposes
 - o will be reviewed before any sharing
 - o will remain within the school
-

Use of images by the media

- The identity of media representatives will always be verified.
 - Access will only be permitted for pre-arranged events.
 - Written agreements will clarify permitted use of images.
 - Only limited personal information (e.g. first names) may be shared where agreed.
 - The school will act in good faith but cannot control images once released externally beyond agreed arrangements.
-

Use of external photographers

- External photographers must comply with this policy.
 - Contracts will confirm GDPR compliance and purpose of use.
 - They will not have unsupervised access to pupils.
 - Images will only be used for agreed purposes.
-

Monitoring and review

- This policy will be reviewed annually.
- Compliance will be monitored by the senior leadership team, DSL and DPO.
- Any concerns or breaches will be addressed in line with safeguarding and data protection procedures.