

LONDON MEED PRIMARY SCHOOL USE OF IMAGES AND PHOTOGRAPHY POLICY

February 2026

To be reviewed: September 2026

Aims

This policy applies to image capture and distribution of children's photographs during school activities, both on and off premises.

"Image capture" includes all forms of photography and video recording, regardless of the device used.

It aligns with safeguarding strategies and relevant policies, including Online Safety and Safeguarding

Safeguarding and Data Protection

This policy emphasizes safeguarding children's welfare by limiting identifiable images.

Under the Data Protection Act 2018, consent is required for using images for publicity, ensuring compliance with data protection principles (this does not include the use of photos on school recording systems eg Bromcom).

Definitions

Personal Use: Images taken by friends or family for personal purposes, not subject to GDPR (parents / carers will be reminded not to share images of other children, including on social media).

Official School Use: Images for administrative and educational purposes, subject to GDPR.

Media Use: Images intended for public distribution, also subject to GDPR.

Educational Use: Images for school displays and assessments, subject to GDPR

Introduction

This policy aims to safeguard children regarding the use of their images. It provides guidelines for staff, volunteers, and parents on handling photos of children. Photographs and video footage of the children at our school are an important part of school life and are essential for performing the public task of the school. Some of the ways photos are used in school are for displays, on our website, in printed publications such as our prospectus, Local Authority produced publications or our newsletter.

Consent

Consent from parents, carers or guardians to capture images within the school is explicit, informed, and documented (see Appendix A); parents/carers / guardians are asked to complete a consent form at the beginning of the school year (or upon starting school if not at the beginning of the school year), detailing how images may be used. Consent can be withdrawn by parents / carers / guardians at any time, with changes communicated in writing. Special considerations are made for Looked After Children and those with child protection concerns.

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Typical use of images

Images may be used for school displays, to demonstrate skills in subjects such as PE or the performing arts, sports days, or to demonstrate learning in children's books. They can also appear in school publications, websites, and for staff training purposes. Where photographs are used on our website or in an external publication, we will not accompany the photograph with any other identifiable information such as names without seeking prior, specific permission.

General Principles for Staff

Staff must check that parental consent has been obtained for the capture of images.

Images should not identify children subject to court orders, and must be stored securely with limited access (ie either on T drive or Google drive). Group shots are preferred over individual photographs. Images should depict children in appropriate dress (school uniform, PE kit or similar – not, for example, in swimming costumes) and avoid identifying vulnerable children. In displays, images that could potentially cause upset or embarrassment to a child should not be used. Official school equipment should be used for recording; personal devices are prohibited. Staff will supervise pupil photography during school activities.

Website / social media

Parental permission includes consent for website / social media publication. Efforts should be made to ensure children cannot be identified from images. Appropriate attire should be used in images published online.

Newspapers

Parental consent is essential for newspaper publications. Larger groups can be published without individual names, while smaller groups require names with consent. The school must ensure that no contact details are released to the press.

Filming events

Filming is allowed but must respect children's privacy. Parents must be informed about any commercial photographers present. The Headteacher has discretion over filming permissions. Parents may take images at specific events but are discouraged from sharing them online.

Inter-school fixtures / events

Parents and carers should note that when their child is in a public venue (such as a county sports event) local media and/or others may take photos. Parents and carers are able to object to this processing and we will give you prior knowledge if and when we know third-parties will be present at external events. If a member of staff from London Meed is taking photos, wherever possible, images should only be of London Meed pupils, and not competitors from other schools.

Deletion of images

School ipads / laptops will be cleared at the end of the academic year by a professional from IT support. Images on the T and / or Google Drive are saved securely (password protected) and may be stored until the member of staff who has taken / stored them leaves the school, whereupon they will be deleted. Starting one year after a

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pupil has left the school, images (including those used on social media and the school website) will no longer be used by the school in any capacity.

Linked Policies

- Child Protection and Safeguarding
- Staff Code of Conduct

Appendix A

Consent form

Photo Permission 2025-2026

Please complete a form for each child. This form will remain on your child's record and applied accordingly at any time throughout this academic year.

Child's name *

Class *

- Apples
 Cherries
 1C

-
- 1M
 2O
 2S
 3N
 3T
 4A
 4SB
 5B
 5M
 6D
 6H

Photo consent - please tick which photos you consent to. *

- I consent to my child having photos taken that maybe used in printed and promotional material, school platforms, displays not within school premises and may also be used in local newspapers, television reports
- I consent to my child having photos taken that maybe used on the London Meed Facebook and Instagram pages
- I do not consent to my child having photos taken

Print name and date form completed *