



Newbald Primary School

Beverley Road, North Newbald, East Yorkshire, YO43 4SQ
Headteacher: Mr Paul Flintham

Photograph Permissions & Use Policy 2025 – 2027

Date policy last reviewed: Summer 2025

P Flintham, Headteacher Date:

Chair of L&M Committee Date:

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Policy Statement

To comply with the Data Protection Act 1998, we need your permission before we publish photographs or make any recordings of your child. When your child starts here at Newbald Primary you will need to sign a document giving us permissions to use videos and photographs of your child / children. We want to inform you of the ways that we may share pictures of your children to share the activities we do in school with yourselves and the wider world.

Training

All staff receive training relating to data protection and are aware of the importance of using images responsibly and in-line with the current safeguarding and data protection laws and procedures. All staff are also made aware of any children whose image cannot be used to share the activities we undertake in school.

AIMS

To allow parents/carers to make informed choices about how and where we use children's' images and to ensure they are aware that this consent can be withdrawn in writing should they wish to do so.

Giving your permission to publish photographs of the children in school is vital in order that we share with you the fun, engaging activities that the children do in school. We will always use photographs or videos responsibly. We may use these videos or images:

- in classroom/ corridor displays
- in our exercise books
- in our school prospectus or in any other printed publications that we produce, such as newsletters or promotional leaflets
- on our school website
- on the school's various social media, educational applications and online platform 'pages' such as Twitter, YouTube or Class Dojo.

Very occasionally, we may send images to the news media, or our school may be visited by the media who will take their own photographs or film footage. Pupils will often appear in these images. The news media may use the images in printed publications (including local or national newspapers), on televised news programs or on their website. In this situation, permission from the school will always be sought and no full names will be used without permission.

We have whole class photos taken by an external company on an annual basis. Please inform the school if you DO NOT want your child to be included in their annual official class photo.

Conditions of use of images

- Permission is valid for the period of time your child attends this school, or until a subsequent form completed and signed by the parent is submitted. Please contact the school if you wish to withdraw consent at any time.
- The images we take will be of activities that show the school and children in a positive light. We may use group or class photographs or video footage.
- We will not knowingly re-use any photographs or recordings a year after your child leaves this school. Historic photographs will remain on our school website and social media feeds. Any photographs will be kept securely whilst the child attends the school. These pictures will either be deleted or archived within a year of the child leaving the school.
- We will make every effort to ensure that we do not allow images to be published of any children for whom we do not have permission or who are 'at risk' or disallowed from having their photographs taken for legal or social reasons.
- We will not use the personal details or full names (which means first name and surname) of any child or in a photographic image or video, on our website, on our social media platforms in our school prospectus or in any of our other printed publications. If we use photographs of individual pupils, we will not use the name of that child in the accompanying text or photo caption. If we name a pupil in the text, we will not use an individual photograph of that child to accompany the article.
- We recognise that parents, carers and family members will wish to record events such as school plays, sports days etc. to celebrate their child's achievements. Newbald is happy to allow this, on the understanding that such images/recordings are used for purely personal family use and are not shared on social media as parents/ carers of some children captured may not have given permission. Please note that misuse/ sharing of images captured on school property may result in a limitation of photographs being allowed at events in future.

Compliance

The school will always use any images in line with UK Data Protection Laws.

Review

This policy will be reviewed bi-annually with the next review due in Summer 2027.