



St. Mary's R.C. Primary School

Use of Pupil Imagery Policy Sep 2026

reviewed and amended annually (and whenever needed)

Vision:

We believe that every child is a gift from God, therefore, we aim to provide an outstanding and happy Catholic education which develops the 'whole child' whilst enabling them to reach their full potential.

Mission statement:

We love God ... so we follow the examples of Jesus

We love learning ... so we always do our very best in everything

We love each other ... so we treat each other as we want to be treated

St Mary's RC Primary School Use of Pupil Imagery Policy

1. Purpose

At St Mary's RC Primary School, photographs and videos are an important way of celebrating children's learning, achievements and experiences.

We use images within school and, where appropriate, on our website, official social media, school publications and through professional photography.

The safety, dignity and wellbeing of our children will always come first.

We value the opportunity to celebrate and share school life through photographs, including on our school website and social media. We ask parents and carers to make an informed choice about consent, and the potential risks associated with sharing images online, taking account of current online-safety guidance from organisations such as the UK Safer Internet Centre and NSPCC.

This policy explains how we take, use and share photographs and videos safely and respectfully.

2. Our Principles

The school will:

- Use photographs and videos only for appropriate school purposes.
- Obtain and record parental/carers consent where required.
- Use images that show children in a positive and respectful way.
- Not use images that are embarrassing, distressing or inappropriate.
- Not publish a child's full name alongside their photograph.
- Not publishing unnecessary personal information about children.
- Take all reasonable and practicable steps, exercising the utmost diligence, to ensure children without consent are not photographed for the relevant purpose
- Take particular care where there are safeguarding, legal or other reasons why a child's image must not be used.
- Respect parents' and carers' decisions about the use of their child's image.
- All photographs intended for publication, promotional materials, social media or other communications will be reviewed against consent records before use. Any image identified as having been taken without the appropriate consent will be deleted and not used.

3. Consent Through Arbor

Parents and carers will be asked to provide consent annually through the Arbor app.

Consent is requested separately for the following purposes:

Photos for School Materials

Photographs used in children's books and work, including group photographs, and parent portals used to support engagement and show children's learning and progress, particularly in EYFS.

Photos for Social Media

Photographs used on the school's official social media platforms.

Professional Photography

Photographs taken by the school's professional photographer, including individual and class photographs.

Photos for School Publications

Photographs used on the school website, prospectus, newsletters, marketing materials and, where appropriate, the media.

Photos to Use Within School

Photographs used for displays and other appropriate purposes within the school.

Parents/carers should complete **all consent requests**, including where they do not wish to give consent, so that the school has a clear and accurate record of their wishes.

If no response is received by the deadline given by the school, the child will be recorded as having no consent until the parent/carer provides their preference.

4. How Images Will Be Used

Images may be taken during:

- Lessons and classroom activities
- School trips and visits
- Assemblies and performances
- Sports and other activities
- Celebrations and special events
- Children's learning and achievements

Photographs will be selected carefully and should show children in a positive and respectful way.

Group or class photographs may be used with general descriptions, such as **"Science Lesson"** or **"Sports Day"**, rather than children's names.

5. Safeguarding and Privacy

The safety of children appearing in photographs and videos is extremely important.

Staff will take particular care with children who:

- Do not have the relevant consent.
- Are subject to safeguarding concerns.

- Are considered to be at risk.
- Have legal or other restrictions relating to the use of their image.

The school will not knowingly publish images that could unnecessarily identify, locate or allow someone to contact a child.

Personal information such as home addresses, telephone numbers and personal email addresses will not be published with school images.

6. Parents and Carers Taking Photographs

Parents, carers and immediate family members may take photographs at school events of their own child, **only where the school permits photography**. This permission does not extend to family friends, friends of the child or family, best friends, neighbours or other accompanying guests who are not immediate family members, without specific consent from the parent/carer.

Photographs should be for **personal and family use**.

Parents and carers **MUST**:

- Follow instructions from school staff given at each event
- Respect the privacy of other children.
- Not deliberately photograph children whose parents/carers have not given consent.
- Not post photographs containing other children on social media without appropriate permission.
- Stop taking photographs if asked to do so.

The school may restrict photography at particular events and may monitor the use of cameras and recording equipment.

By attending such events, EVERYONE is expected to adhere to these rules or they may be asked to leave.

7. Professional Photography

Professional photographers working for the school must follow this policy and the school's requirements for the use of children's images.

This may include individual, class and school photographs.

The school will ensure that the appropriate consent has been recorded before a child's photograph is used for the relevant purpose.

8. Websites, Social Media and Publications

The school's website and official social media may be used to:

- Celebrate children's achievements.

- Share examples of children's work.
- Show children participating in school activities.
- Share information about school events.
- Promote the school to prospective families.

Because online content can be accessed by a wide audience, photographs will be carefully selected.

9. If Consent Is Not Given

Parents and carers have the right to refuse consent.

Where consent has not been given, the school will take all practical steps and exercise utmost diligence to ensure that the child is not included in photographs or videos for that particular purpose.

For example, during a group photograph, a child may need to be positioned separately or may not be included.

This may mean that a child cannot be included in some photographs used to celebrate school activities and achievements.

The school will always aim to enable every child to participate fully in school life while respecting parents' and carers' wishes.

10. Changing or Withdrawing Consent

Parents and carers should contact the school in writing at any time if they wish to change their consent preferences.

Where a parent/carers asks the school to remove an image or piece of work that has been published, the school will consider the request and, where appropriate, remove it.

11. Staff Responsibilities

All staff must:

- Follow this policy.
- Check consent records where required.
- Take appropriate and respectful photographs.
- Ensure they do not photograph children who do not have the relevant consent.
- Never use children's photographs for personal purposes.
- Never share children's photographs through personal social media.
- Report concerns about the use or sharing of images to the Headteacher or safeguarding team.

12. Our Commitment

At St Mary's RC Primary School, we want photographs and videos to be a **positive part of school life**.

We will celebrate our children and their achievements while respecting the wishes of parents and carers.

Our children's safety, dignity and wellbeing will always come first.

Policy Review

Policy Owner: Headteacher

Approved by: Governing Body

Date Approved: September 2026

Review Date: September 2027 (or sooner if necessary)

Signed: C. L. Ruane Headteacher and P.Kelleher, Chair of Governors