



Highfield School

Taking, Storing and Using Images of Children Policy September 2026

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Introduction

Highfield School recognises that photographs, video recordings and other visual media can be an important part of school life. They help to celebrate pupils' achievements, support teaching and learning, record significant events and communicate the life of the school to families and the wider community.

At the same time, the school has a responsibility to safeguard children's privacy, dignity and welfare. Images of children can be copied, shared, altered or misused, particularly when published online. For that reason, the school applies clear controls to the taking, storage, use and publication of images of children, and seeks to balance celebration with safeguarding.

Definitions

For the purposes of this policy:

- Image means any photograph, video recording, livestream, screenshot or other visual recording of a child or children.
- Identifiable image means an image in which a child's full face is clearly shown in an image.
- Metadata means embedded digital information such as date, time, device information or location data.
- Public digital platforms means the school website, social media channels and any other online space that is accessible to the public.
- School publications means printed or controlled school publications such as the School Magazine and the Old Highfieldian Magazine.
- Curriculum and internal use means use within school systems and settings for educational, administrative or pastoral purposes, including iSams, Highfield managed WhatsApp groups and display boards around the school.

Consent

The school will obtain written parental consent for the taking, storage and use of images of children on enrolment. Consent will be sought through the school's image permission process and will explain the purposes for which images may be used, the settings in which they may appear, and the safeguarding measures in place.

Consent must be informed, specific and capable of being withdrawn or amended for future use at any time. Parents and guardians will be told that while the school will take reasonable steps to remove images from future use, it may not be possible to fully recover or erase images already lawfully published or distributed.

The school will keep an accurate record of permissions and will respect any restrictions placed on a child's image. Where consent is refused, the school will



make reasonable efforts to ensure that the child is not identifiable in published images.

Implementation

This policy will be applied from the date 1st September 2026. Any images in circulation before that time will remain in place.

Image use statement

To further protect our pupils, the school will not publish clear, full-face images of children on public digital platforms such as the website or social media. Where images are shared online, faces may be partially obscured or blurred, and metadata will be removed before publication. Full-face images will only be used in school publications and for curriculum or internal school purposes.

Taking images

Staff must use school-owned devices for taking images unless otherwise authorised. Images should focus on activities, learning and achievement rather than on isolated portraits of individual pupils.

Staff should avoid using images that are likely to increase safeguarding risk, including unnecessarily revealing clothing, intimate settings or images that would be inappropriate if copied or redistributed. Full-face photographs should be avoided on public digital platforms, and where an image is used online it should be chosen and edited with safeguarding in mind.

External photographers and videographers must be vetted, briefed and supervised, and may only use images in accordance with the school's instructions and contract.

Storage and usage

Images will be stored securely on Highfield School OneDrive and iSams with access limited to authorised staff. Images should not be stored on personal devices, personal cloud accounts or unsecured storage.

Before any image is published digitally, the school will remove metadata, including location data and other embedded information, and will check whether the image is appropriate for public use.

Children's names should not normally be used to identify them in publicly shared images unless there is a specific educational or communication need and appropriate consent exists. Images may be retained for archive or alumni purposes in accordance with the school's retention arrangements. See Data Protection Complaints Policy



Parents and visitors

Parents and carers may take photographs of their own child at public school events for personal use, provided they do so respectfully and do not deliberately capture other children or staff except incidentally. Parents and carers should not share images of other children on social media.

Where the school considers it necessary, it may issue event-specific guidance to support safe and respectful photography.

Staff training

Image security awareness will be embedded in staff induction and ongoing safeguarding training. Training will cover secure image capture, metadata removal, responsible online sharing, privacy risks, and the steps to follow if an image is shared inappropriately or a concern arises.

Staff must understand that safeguarding good practice applies not only to the taking of images, but also to their storage, editing, publication and deletion.