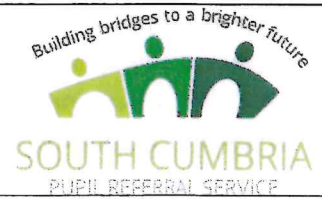


IMAGES IN SCHOOLS



RECORD OF ISSUE

ISSUE	DATE	NEXT REVIEW DATE	SUMMARY
6	21 st October 2025	21 st October 2027	Biennial review

DOCUMENT CONTROL

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South Cumbria Pupil Referral Service are committed to ensuring that all pupils are safe, parents' rights are respected and vulnerable pupils are protected from risk or exploitation. To this end, the PRU will ensure that the correct consent is sought for the use of images and that all staff are aware of the complex issues surrounding the use and storage of images in schools.

Even where consent is granted, before displaying images, we will consider details such as;

- The age of the student
- How sensitive the image is
- Whether the child is vulnerable
- Who else could see the image

Throughout this document, photographs (both digital and film), web cam pictures, camera phone images and video recordings will be referred to as 'images'.

Data Protection Act (DPA) 2018

The DPA is unlikely to apply in many cases where photographs are taken in schools and other educational institutions. Fear of breaching the provisions of the DPA should not be wrongly used to stop people taking photographs or videos which provide many with much pleasure.

Where images are a requirement of the curriculum and are only displayed / used in school we will not seek consent as they are necessary for us to operate as a school the lawful basis being 'public task'.

There are positive aspects associated with school pictures appearing in the media not only does it attract positive publicity for the school and show recognition for achievements, but children gain a sense of pride from having their picture in the publicised, encouraging them to take part in other events.

Publications both internally and externally will include only first names and year group.

Whatever the case sensitive data will not be shared – this includes the age of the pupil, home address, contact details.

The media will be informed of the school policy whenever they are invited to cover an event.

Valid Consent

If we use pictures for any other purpose than in carrying out our 'public task' or plan to use an image for another purpose informed consent will be sought. The informed consent will explain to parents the advantages and disadvantages of having photographs published along with an explanation giving a clear understanding of what the image is to be used for, where and when it will be published.



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Although we will always attempt to get written consent there will be occasions where this is impractical and verbal consent will be sought; prior to any publication.

For most purposes consent in advance from parents will be sufficient although in exceptional cases parents will be required to check the final draft, these occasions may include swimming (not currently offered) / P.E.

Parental consent can be withdrawn at any time.

MMS Phones

Multimedia messaging service mobiles can take and transmit images that may be personal data. To this end, **neither pupils nor staff will be allowed to use their mobile phones in school** [See Pupil Induction](#). Pupils will be expected to hand them in at the beginning of the school day and can collect them again at the end of their session. As detailed in the Code of Conduct policy and [Child Protection policy](#) **Staff will be expected to either leave phones at home / in the car or within the centre, away from their person, in a secure location (i.e. the staff room (on silent)).**

Re-using images

Images may only be used to be displayed within Newbridge House or for the specific reason they were requested. Separate parental consent will be sought if the image is to be reused for another purpose.

All images must be stored securely, whether it be an electronic or manual system. The images should be clearly labeled and dated. Under data protection all images, upon request, must be available for the parents or individual to have access to. South Cumbria PRU have an electronic folder which is shared by staff [icons/images](#): All electronic images should be stored in this location following the naming convention (by Date).

Destruction of images

Images will only be held by Newbridge House for a two year period and any specific consent request forms will state the period that the image will be kept for. However, images used in our public task duty can be kept after the two-year period has expired. Only equipment, memory cards etc, belonging to Newbridge House will be used to take and store images. **Images of pupils should NEVER be taken with personal equipment as outlined in the [Child Protection policy](#).**

To enable photographs to be monitored effectively staff MUST save all images taken to the following path O:\icons\Images and save in the appropriate folder: the month the image was recorded.

Further information and guidance regarding 'Images in schools' can be found in the Cumbria County Council – Safety Advice note (G21).