



TAKING, STORING AND USING IMAGES OF CHILDREN POLICY

September 2026

This policy applies across the whole School including the Early Years Foundation Stage (EYFS).

1. Introduction

This Policy is intended to provide information to pupils and their parents, carers or guardians (referred to in this policy as 'parents') about how images of pupils are normally used by The Newcastle School ('the School'). It also covers the School's approach to the use of mobile phones, cameras and all electronic devices with imaging and sharing capabilities at school events and on school premises by parents and pupils themselves, and the media.

It applies in addition to the School's terms and conditions, and any other information the School may provide about a particular use of pupil images including e.g. signage about the use of CCTV; and more general information about use of pupils' personal data, e.g. the School's General Privacy Notice.

Certain uses of images are necessary for the ordinary running of the School; other uses are in the legitimate interests of the School and its community and unlikely to cause any negative impact on children. The School is entitled lawfully to process such images and take decisions about how to use them, subject to any reasonable objections raised.

Parents who accept a place for their child at the School are invited to agree to the School using images of their child as set out in this policy (via the School's terms and conditions). However, parents should be aware that certain uses of their child's images may be necessary or unavoidable (for example if they are included incidentally in CCTV or a photograph). We hope parents will feel able to support the School in using pupil images to celebrate the achievements of pupils, promote the work of the School, and for important administrative purposes such as identification and security.

However, any parent who wishes to limit the use of images of a pupil for whom they are responsible should indicate so on their Registration Form on the child's admission to the School. Should any parent wish to change their permission status later, they should contact the Head in writing. The School will always respect the wishes of parents/carers (and pupils themselves) where reasonably possible, and in accordance with this policy.

Parents should be aware that, from around the age of 12 and upwards, the law recognises pupils' own rights to have a say in how their personal information is used - including images.

2. Early Years Foundation Stage (EYFS): Nursery and Reception

Visitors (including parents), staff and children may not use their own mobile phones, cameras or any electronic device with imaging and sharing capabilities to capture images or recordings within our Early Years Foundation Stage.

No member of the staff working at North Avenue may have a personal mobile phone, camera or any electronic device with imaging and sharing capabilities in their possession whilst working with children in the department.

Staff authorised by the School may capture (on secure, authorised devices) images and recordings for the purpose of recording and monitoring pupil progress, including sharing these with parents via applications such as Tapestry. Parents should be aware that their child may appear in the background of other pupils' photos on Tapestry. These photos should not be shared further by parents.

Due to the presence of EYFS children, members of staff working at the North Avenue site must not have their personal mobile phone, their own camera or any electronic device with imaging and sharing capabilities in their possession during the school day whilst in the presence of pupils. Such devices should remain in a secure location in the classroom or in the staff room.

3. Use of pupil images for educational purposes

The School may use images of pupils to support and record their educational progress and development. In particular, images may be recorded of pupils and their work in the Early Years Foundation Stage (EYFS). These images may be uploaded to a secure third-party website. Further information can be obtained from the School.

4. Use of pupil images in school publications

Unless the relevant pupil or their parent has requested otherwise, the School will use images of the pupils to keep the School community updated on the activities of the School, and for marketing and promotional purposes, including:

- on internal displays (including clips of moving images) on digital and conventional notice boards within the School premises;
- in communications with the School community (parents, pupils, staff, Governors and alumni) including by email, on the School intranet and by post;
- on the School's website and, where appropriate, via the School's social media channels, e.g. Twitter, Facebook and Instagram. Such images would not normally be accompanied by the pupil's full name; and
- in the School's prospectus, and in online, press and other external advertisements for the School. Such external advertising would not normally include pupils' names. The School will usually seek the parent's or pupil's specific consent depending on the nature of the image or the use.

- The source of these images is predominantly a professional photographer appointed by the School for marketing and promotional purposes, or staff/pupils in relation to School events, sports or trips. The School will only use images of pupils in suitable dress.

5. Use of pupil images for identification and security

All pupils, irrelevant of whether photographic consent has been given or not, are photographed on entering the School and, thereafter, at appropriate intervals, for the purposes of internal identification. These photographs identify the pupil by name, year group, house and class group. These photographs may be shared with partner organisations such as the School's catering contractor, but will not be shared outside of the school further.

CCTV is in use on School premises and will sometimes capture images of pupils. Images captured on the School's CCTV system are used in accordance with the School's Privacy notice and CCTV policy,

6. Use of pupil images in the media

Where practicably possible, the School will always notify parents in advance when the media is expected to attend an event or School activity in which pupils are participating, and will make every reasonable effort to ensure that any pupil whose parent or carer has refused permission for images of that pupil, or themselves, to be made in these circumstances are not photographed or filmed by the media, nor such images provided for media purposes.

The media normally asks for the names of the relevant pupils to go alongside the images, and these will be provided where parents have been informed about the media's visit and either parent or pupil has consented as appropriate.

7. Security of pupil images

Professional photographers and the media are always accompanied by a member of staff when on School premises. The School uses only reputable professional photographers and makes every effort to ensure that any images of pupils are held by them securely, responsibly and in accordance with the School's instructions. Professional photographers will be requested to sign a declaration (**Appendix 1**) to confirm that any images or videos taken by them will not be used other than for the purposes agreed with the School, and that they will not retain those images after their contract with the School has been fulfilled.

The School takes appropriate technical and organisational security measures to ensure that images of pupils held by the School are kept securely, and protected from loss or misuse, and in particular will take reasonable steps to ensure that members of staff only have access to images of pupils held by the School where it is necessary for them to do so.

All staff are given guidance on this policy and on the importance of ensuring that images of pupils are made and used responsibly, only for School purposes, and in accordance with the School's policies and the law.

8. Use of cameras and filming equipment (including mobile phones) by parents

Parents, guardians or close family members (hereafter, parents) are welcome to take photographs of (and where appropriate, film) their own children taking part in School events, subject to the following guidelines, which the School expects all parents to follow:

When an event is held indoors, such as a play or a concert, parents should be mindful of the need to use their cameras and filming devices with consideration and courtesy for cast members or performers on stage and the comfort of others.

- In particular, flash photography can disturb others in the audience, or even cause distress for those with medical conditions; the School therefore asks that it is not used at indoor events.
- Parents are asked not to take photographs of other pupils, except incidentally as part of a group shot, without the prior agreement of that pupil's parents.
- Parents are reminded that such images are for personal use only. Images which may, expressly or not, identify other pupils should not be made accessible to others via the internet (for example on Facebook), or published in any other way.
- Parents are reminded that copyright issues may prevent the School from permitting the filming or recording of some plays and concerts. The School will always print a reminder in the programme of events where issues of copyright apply.
- Parents may not film or take photographs in changing rooms or backstage during School productions, nor in any other circumstances in which photography or filming may embarrass or upset pupils.
- The School reserves the right to refuse or withdraw permission to film or take photographs (at a specific event or more generally), from any parent who does not follow these guidelines, or is otherwise reasonably felt to be making inappropriate images.
- The School sometimes records plays and concerts professionally (or engages a professional photographer or film company to do so), in which case copies of the DVDs, CDs or digital copies may be made available to parents for purchase. Parents of pupils taking part in such plays and concerts will be consulted if it is intended to make such recordings available more widely.

9. Use of cameras and filming equipment by pupils

All pupils are encouraged to look after each other, and to report any concerns about the misuse of technology, or any worrying issues to a member of staff.

Photography or filming equipment cannot be used by pupils in a manner that may offend or cause upset. The unauthorised use of cameras or filming equipment

(including on mobile phones) is not allowed on school sites or on school activities including in toilets, washing or changing areas,

Mobile phones (or other devices) capable of capturing and recording images, such as tablets, are not permitted to be used in changing areas and toilets at any time for any purpose other than in an emergency.

The misuse of images, cameras or filming equipment in a way that breaches this policy or other relevant School policies is always taken seriously and may be the subject of disciplinary procedures.

10. Use of mobiles, cameras and recording equipment by members of staff

At both the Junior and Senior Schools, members of staff should not use their own mobile phones, cameras and recording devices in the presence of pupils, wherever possible. Where personal devices are used by members of staff to take images and/or video of pupils for reasonable school use, these should be deleted immediately once uploaded to the School's network. At the North Avenue site, the use of personal devices is not permitted due to the presence of EYFS children. Recording devices issued by the Schools can be used for the taking of images and recordings.

**Taking, storing and using images of children policy
DECLARATION**

I, _____

(full name)

Of, _____

(organisation name and address)

confirm that I have read and understood The Newcastle School ***Taking, Storing and Using Images of Children Policy***.

By signing this declaration, I confirm that neither myself nor any other employee of my organisation will print, copy or share any images or videos taken at the request of The Newcastle School with any other individual or organisation by any means, including through the use of social media or for our own marketing or promotional purposes.

I also confirm that, once we have fulfilled our contract with The Newcastle School, neither myself or any other employee of my organisation will retain any images or videos which have been taken at the request of the School.

Signed _____

Print name _____

Dated _____

POLICY CONTROL - TAKING, STORING AND USING IMAGES OF CHILDREN POLICY

Status & Review

Statutory policy or document	Yes
Publish on school website	Yes
Review frequency	Every three years
Approval date	September 2026
Review date	September 2029

Version Control

Author	Creation / Revision Date	Version	Status
Head (GH)	October 2025	1.0	Final approved version for publication. Introduction of section numbers and version control
Executive Assistant (TA)	September 2026	2.0	Changed school name to The Newcastle School.