



LISAL

LANCASTER INDEPENDENT SCHOOL
FOR ALTERNATIVE LEARNING

Use of Image Policy

Version date: September 2025

Document review period: September – November 2027



Use of Images Policy

1. Introduction

This policy outlines the rules governing the capture, use, storage, and sharing of photographic and video images at LISAL. It includes guidance for staff, parents, and visitors, and reflects the requirements of the **UK General Data Protection Regulation (UK GDPR)** and **Data Protection Act 2018**.

This policy should be read alongside the Safeguarding and Child Protection Policy and the Acceptable Use Policy.

2. Purpose and Use of Images

Photographs and videos play an important role in celebrating learning, documenting achievement, and promoting LISAL's ethos and values. Typical uses include:

- Assessment and learning feedback
- Class displays and portfolios
- Performances, assemblies, and community events
- School trips and nature walks
- School website, social media (Facebook, Instagram), and newsletters
- Staff training and professional development
- Publicity and promotional materials

3. Consent

3.1 Parental Consent

- On admission, parents/carers are asked to complete a photography consent form.



- Consent includes permission for internal use (e.g. displays), external use (e.g. website, media), and social media.
- Staff must familiarise themselves with consent records for all children in their care.
- Consent can be withdrawn at any time in writing.
- For Looked After Children or other vulnerable pupils, consent must be verified via the relevant social worker or agency.

3.2 Staff Consent

- Staff images are considered personal data under data protection law.
- No staff member may be photographed or recorded without their explicit consent.
- Parents are not permitted to photograph or record staff at any time.

4. Good Practice for Staff Use of Images

- Images are used only for agreed, educational purposes.
- If a child's **full name** is used (e.g. in written work or articles), **no image** of that child will be published alongside it.
- Group photographs are preferred to individual images for external publication.
- Only **school-owned devices** should be used to capture images unless a **Bring Your Own Device (BYOD) Agreement** is completed and approved by the Designated Safeguarding Lead (DSL).
- Where BYOD is approved:
 - Devices must not be connected to cloud storage (e.g. iCloud, Google Drive) except the school's googledrive.
 - The school office must be notified before the device is brought into any area with children.



- All images must be transferred to the school's secure network immediately, and deleted from the personal device **before leaving the premises**.
- File names must not identify children (e.g. use "group_activity1.jpg" instead of "MaryJones.jpg").
- Images must reflect the diversity of the school community and avoid bias or stereotyping.
- No images may be used that could cause embarrassment, distress, or violate dignity.
- All concerns about inappropriate photography must be reported immediately to the DSL.

5. Use on Website and Social Media

Any content published on the school website or social media must follow safeguarding principles:

- No use of images without prior parental consent
- No identifying information (e.g. full names) used alongside images
- No images of children under court orders or deemed vulnerable
- Avoid using close-ups of individual children without wider learning context
- Only appropriately dressed children may be shown
- Images must not bring the school, staff, or pupils into disrepute

Only staff or authorised volunteers approved by the DSL or School Manager may take or post images for school social media or website.

6. Photography by Parents and Carers

- Parents and carers may take photos or videos of their **own child** during school events (e.g. plays, festivals).



- These images are for **personal, private use only** and must not be shared publicly (e.g. social media) without consent from parents of all children featured.
- Photos/videos must not be sold, published, or used in any way that breaches the privacy of other children or families.
- To maintain safety and order during events:
 - Parents should remain seated during indoor performances
 - Flash photography or noisy/bulky equipment is not permitted
 - Only recognised family members may photograph or record; please inform staff of any unfamiliar relatives
 - Staff may ask unknown individuals to stop filming if identity or purpose is unclear

7. Storage, Retention and Security

- All images are stored securely on the school's network and are accessible only to authorised staff.
- Digital devices are cleared of images annually, or sooner if no longer needed.
- Printed photos are securely stored and disposed of by returning to families or shredding, unless they are part of the school's historical archive.
- Images of children who have left the school will not be used without renewed consent.

8. Official Photography

From time to time, LISAL may invite professional photographers to take class or individual photos, or record school events. In such cases:

- The school completes a **risk assessment** of the provider, including checking DBS status.



- Photographers are always supervised when on site.
- Parents will be informed in advance and given the opportunity to opt out.

9. Mobile Phones and Smart Devices

- Staff may not use personal mobile phones to take photos unless authorised via the BYOD Agreement (see Acceptable Use Policy).
- Pupils are not permitted to bring mobile phones or smart watches with cameras.
- In exceptional cases, where a pupil needs a phone, it must be stored in the office during the school day. Parents should contact the College of Teachers in advance to make this request.

10. External Guidance and Resources

- CEOP – Child Exploitation and Online Protection
- ThinkUKnow
- Information Commissioner’s Office (ICO)
- Internet Watch Foundation

Policy Review

This policy is reviewed every two years or sooner in response to changes in legislation or best practice.

As part of our formative assessment and record keeping we take photos of children during their activities, these are used within school only either within the child's journal or in pupil files. These may include group shots.

There are also times when we would like to take photographs of the children for our school displays and exhibitions and at festivals and school fairs to use in our school newsletter, website and social media pages. There are also occasions when the local press wish to print articles/work and photos of the children and/or families in the local papers. This would involve either the name or a photograph of a child appearing on the school's website; social media pages; school newsletter and local newspaper.

If you are not willing for any or all of the above, please indicate this on the slip below.

Photographic and images authority (including school website/Facebook/Instagram)

(please tick where appropriate)

	I agree to: use of image	I agree to: my child being named
Within school for record keeping in journals		
In the school newsletter		
On posters and printed marketing material		
On the school's website		
On the school's social media (Facebook, Instagram etc)		
In media coverage of the school (eg local newspapers)		
I give permission for the school to publish images of my family if we happen to be in any photographs at school events.		
I give permission for my child to be included in promotional videos to promote the school		
I give permission for my family to be included in promotional videos to promote the school		

Please note images on the school website and social media can be accessed / saved by others

(Name of child)

(Class)

I give authority for the school to show work, publish a photograph or name of my child as indicated above. **I understand that my child's name and photograph will not appear together.**

Signed (Name)
Print (Name)
