



## PHOTOGRAPHY AND RECORDED IMAGES POLICY

[This policy applies to the whole school.](#)

### Introduction

This policy applies to both JAGS Senior and Junior School, including those in EYFS, and to all images and videos taken on any type of camera or recording device (including mobile phones). It applies to all training sessions, rehearsals, activities and events run by JAGS school.

It should be acknowledged that although the majority of images taken are appropriate and in good faith, images can be misused and children can be put at risk if common sense procedures are not observed.

### Aims

The JAGS Photography policy aims to help avoid three potential sources of child abuse:

- The use, adaptation, sharing or copying of images for child abuse purposes, either electronically or in print.
- The possible identification of a child when an image is accompanied by significant personal information, which can lead to the child being 'groomed'.
- The identification and locating of children where there are safeguarding concerns; such cases would include, for example, children who could be compromised by an image because:
  - They have been removed from their family for their own safety.
  - There are restrictions on their contact with one parent following a parental separation.
  - They are a witness in criminal proceedings.

### From the Safeguarding (Child Protection) Policy:

Staff will not use personal or school cameras (digital or otherwise) or mobile phone cameras for taking and transferring images of pupils or staff without permission. Photographs of pupils must not be stored at home. School camera memory cards should be downloaded on to school computers only. Personal memory cards should never be put into school cameras, and school memory cards should never be put into personal cameras. Should any member of staff become aware of inappropriate or non-essential use of camera phones, including iPads, devices and cameras, this should be reported to a member of SLT. In addition, for EYFS, photographs will be taken for the purpose of recording a child or group of children participating in activities or celebrating their achievements and in an effective way to record their progress and development. All such images will be appropriately stored on school equipment.

Parents, carers or relatives may only take still or video photographic images of pupils in school or on school-organised activities only with the prior consent of the school and then only in designated areas. Images taken must be for private use only. Recording and/or photographing other than for private use would require the consent of the other parents whose children may be captured on film. Without this consent, the Data Protection legislation

would be breached. If parents do not wish their children to be photographed or filmed and express this view in writing, their rights will be respected.

The following statement appears on all our programmes and event information and parents are advised before an event that: 'Photographs and short films taken by parents should be kept to a minimum to avoid distracting the girls who are performing and members of the audience. All images should be for personal use only. In respect of our Safeguarding (Child Protection) Policy, under no circumstances should any images be uploaded onto social or online media of any kind. Thank you for your co-operation.'

### **Policy on filming children during training sessions or general activities**

The filming of children during training/lessons is not recommended unless approved by the Head of Department after gaining the permission of the DSL or member of JSLT/SSLT. The requirement for any filming must be justified by the department, (e.g. to assist in technique development or for assessment purposes). Assuming filming is justified, the agreed permissions from pupils and parents will be adhered to if the images are to be shared.

At JAGS we do not allow filming of children by parents in theatrical performances.

The individual who is responsible for filming should exercise caution when recording and ensure the content of the footage is appropriate, following the advice outlined above. Filming should cease and/or the footage destroyed should any concerns be raised or if consent is withdrawn.

Once the footage has served its purpose, it should always be destroyed, unless the need to keep it can be justified.

Photographic displays should not be accompanied by full names or any other details. First names may be used.

### **Recommended best practice**

- The publishing of a photograph of a pupil at JAGS should only be done with parental and pupil consent (if aged 12 or under) and in line with photography permissions, this policy and the Safeguarding (Child Protection) policy. Pupils and parents are required to complete a photography permissions form based on an 'opt in', rather than 'opt out' basis and have a right to refuse to have their child/themselves photographed.
- In the case of any event where a host organisation has an official photographer, all parents should be made aware of this in the event details/letter. If photos are to be published anywhere, the permissions that have been stated by both parents and pupil (if aged 12 or under), should be followed.

All photographs for publication must observe generally accepted standards of decency, particularly:

- Action shots should be a celebration of an activity and not a sexualised image in a sporting/dramatic context.
- Action shots should not be taken or retained where the photograph reveals a torn or displaced swimming costume/costume/uniform.
- Poolside shots of children should be above the waist only in a swimming costume, though full length tracksuit or swimming t-bag shots are approved. Ideally, students should wear a dressing gown/towel over their costume.

- Photographs should not be taken from behind starting blocks or that show young participants climbing out of the pool.

**NB** Notices are placed on all changing rooms doors forbidding the use of photography in changing rooms, regardless of rules that apply in other areas.

### **An official photographer**

In some cases, the school may employ a specialist photographer who will be DBS checked, fully insured and are chaperoned throughout their visit. Their role is to take appropriate photos that celebrate and promote the school's activities. The relevant department, with the Designated Safeguarding Lead, should screen photographers for their suitability (just as they would check any other member of staff or volunteer working with children) and provide information on JAGS safeguarding policies and procedures.

When taking any image, they will be asked to:

- Focus on the activity rather than the individual child. Where possible, use general shots of classrooms or group activities rather than close-up pictures of individual children, considering the camera angle so that pupils are less easily identifiable.
- Include groups of children rather than individuals, if possible.
- Ensure all those featured are appropriately dressed.
- Represent the broad range of children participating in the activity.
- The official photographer (whether a professional photographer or a member of staff) should receive clear instructions, preferably in writing, from the school at an early stage.
- Images should not be allowed to be taken outside the activity being covered.
- The relevant department should determine who will hold the images recorded and what is to be done with them after they have served their purpose (in liaison with the DSL and Marketing departments).
- Images must never be 'live' shared on social media.

The relevant department will provide the photographer with a copy of this policy and a clear brief about what is appropriate in terms of content.

Where there is disagreement about a child having a photograph taken (eg as a member of a team), there will be negotiation between the school, pupil and parents. Where no agreement can be made, the wishes of the pupil will be respected.

### **Responding to Concerns**

JAGS does not wish to stop parents photographing their child if they wish, but the relevant department will ensure that they do all they can to safeguard each child's wellbeing: see relevant extract from Safeguarding (Child Protection Policy) above. Although parental consent is not required for photography by the general public, organisers of events such as galas have a duty to ensure that all participants and parents are clear of the expectations and restrictions and to whom to refer should they have any concerns regarding inappropriate or intrusive photography (in terms of the way, by whom, or where photography is being undertaken). This should be the event organiser who should

follow the school's Safeguarding (Child Protection) Policy protocols. If there are concerns or suspicions about potentially criminal behaviour, this should be reported to the Designated Safeguarding Lead and the police informed.

A similar recorded message is also played where possible.

**Relevant policies and policy:**

- The DfE statutory policy Keeping Children Safe in Education (KCSIE) (2025); Children and Social Work Act 2017;
- The DfE statutory policy in Working Together to Safeguard Children (2023);
- The Early Years Foundation Stage Statutory Framework (2025);
- Photography and sharing images policy/NSPCC Learning [HERE](#)
- Child Protection in Sport Unit NSPCC [HERE](#)
- JAGS' Online Safety Policy
- JAGS' Safeguarding (Child Protection) Policy