

Hoo St Werburgh
Primary School

&

The
Marlborough



Hoo St Werburgh Primary School

The Use of Videos and Photography at School Events

February 2026

Signatories

Head of School	Mrs L Boffa	
Executive Head	Mrs E Poad	
Chair of Governors	Mrs A Costidell	

Members of Staff Responsible:

Mrs Boffa	Head of School
Mrs M Pace	DSL Lead & Pastoral Welfare Manager

Review

Dated	February 2026
Next Review	1 Year – February 2027

Introduction

At Hoo St Werburgh Primary School, we recognise that parents/carers may wish to take videos or photos of their children participating in school events. However, we are also sensitive to the wishes of parents who are concerned about the use of such content and may not want their children to be photographed or filmed.

Taking photographs at school events is an increasingly sensitive area as it is now much easier for photos and video to be used and distributed inappropriately, both online and in print.

School events can include, but are not limited to, concerts, plays or theatre productions, performance events, sports events, fêtes, educational visits, and trips etc.

Hoo St Werburgh Primary School has implemented a policy on the safe use of cameras/videos by parents/carers to reflect the protective ethos of the school with regard to pupil safety. The policy regarding the use of cameras/videos by school staff is different and is covered in the Staff Code of Conduct.

Where another body provides services or activities separately, using the school premises, the Head of School will ensure that the body concerned has appropriate policies and procedures in place in regards to safeguarding children.

In order to ensure that as far as possible the use of photography and video is used safely in connection with school events, the policy provided below should be followed. This policy is applicable to all forms of media, including, film, print, video, DVD and websites.

Principles

- According to the DfE, photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. Therefore, the use of such images for school publicity purposes will require the consent of either the individual concerned or, in the case of pupils, their legal guardians.
- All parents/legal guardians of pupils in the school will be asked to sign a consent form to gain permission to publish photographs in public places (including websites).
- If parents/ carers disagree over consent for their child, it will be treated as if consent has not been given.
- All adults in the school will be asked to sign a consent form to gain permission to publish photographs in public places (Including websites)
- The Head of School is responsible for deciding whether parents/carers can be permitted to take photographs and/or video recordings during school events.
- If permitted to do so, parents/carers may use photographs/videos at school events for their personal use only and these must not be circulated (including, on the internet). The same applies to photos taken on personal mobile phones or tablet devices.

Parental Consent

- Permission will be sought for children to be photographed (including video) during school events. This will be obtained via the New starter form. This consent remains in place while the child is a student of Hoo St Werburgh Primary School or until permission is withdrawn by parents.
- Parents are required to gain permission to publish photographs in public or on a website.

Use of Images in Publication and on the Internet

- Images/video footage of students may be used in a publication, such as the school website or prospectus, once the consent has been obtained.
- Only images of children appropriately dressed will be used to reduce the risk of images being inappropriately used.
- The school will ensure that any images/video of children are stored securely and used only by authorised individuals. Electronic images are to be stored on a secure network so that they are not accessible to members of the public.
- The school will not use photographs of children or staff members who have left the school without their consent.
- Any concern relating to inappropriate or intrusive photography or publication of content, as determined by the Head of School /Governors, is to be reported to the Head of School.
- If a photograph is likely to be used again it will be stored securely and only accessed by those people authorised to do so. We will not re-use photos more than one year old.

Use of a Professional Photographer

If the school decides to use a professional photographer for school events, Hoo St Werburgh Primary School will:

- Provide a clear brief for the photographer about what is considered appropriate, in terms of content and behaviour.
- Issue the photographer with identification which must be worn at all times.
- Communicate to the photographer that the material may only be used for the school's own purposes and that permission has not been given to use the photographs for any other purpose.
- Ensure that the photographer will comply with the requirements set out in the Data Protection Act 1998.

Permissible Photography During School Events

- Only the Head of School, or anybody with delegated authority granted by the Head of School, can approve the videoing/photographing of a performance or event.
- Parents/carers will be told at the start of every performance/event if videos/photographs can be taken.

- If the Head of School , or anybody with delegated authority granted by the Head of School, permits parents/carers to take photographs or video during a performance, the following must be adhered to:
- Remain seated while taking photographs or videos during concerts, performances and other events.
- Minimise the use of flash photography during performances.
- In the case of all school events, make the focus of any photographs or video your own children.
- Avoid disturbing others in the audience or distracting children when taking photographs or video.
- Ensure that any and all images and video taken at school events are exclusively for personal use and are not uploaded to the internet, posted on social networking sites or openly shared in other ways.
- In certain circumstances, refrain from taking further photographs and/or video if and when requested to do so by staff.
- Parents and carers must follow guidance from staff as to when photography and videoing is permitted and where to stand in order to minimise disruption to the activity.
- If the above procedures are not followed, then parents/carers can be asked to leave school premises after a reminder being given by school staff