

# Springbank Academy



Where dreams are realised, and success is celebrated

Our whole school vision is:

Springbank Academy is a place where all of our children and staff will have the opportunity to excel. Everyone will be safe, happy and cared for. Our curriculum and values will inspire everyone in the school family to be motivated and curious learners and offer core skills, knowledge and enrichment to enable all to gain the foundations for a quality future and a love for life-long learning.

## Use of Children's Images Policy

October 2025



Policy Lead: Sara Dunn

Springbank Academy is committed to equal opportunities for all. It is our aim that every policy is written to have a positive impact on every child/all children irrespective of race; religion; gender; sexual orientation or age.

Springbank = success for all

There is a key that unlocks every child's learning, our job is to find that key.

Every staff member and governor must take the responsibility and accountability to ensure the procedures within this policy are delivered and implemented as per Springbank Academy Policy.

# LA USE OF CHILDREN'S IMAGES POLICY

\*The word images is used here to include photographs, digital photographs, webcam, film and video recordings

## Introduction

1. Springbank Academy believes that the responsible use of children's images can make a valuable contribution to the life and morale of the school. The use of photographs in school publicity materials can increase pupil motivation and help parents and the local community identify and celebrate the school's achievements.
2. We only use images that the Head Teacher and Local Governing Body consider suitable and which appropriately represent the range of activities the school provides and the values it adheres to. No images will be used which could be considered to put any child at increased risk.
3. Through this policy we aim to respect young peoples and parents' rights of privacy and minimise the risks to which young people can be exposed through the misuse of images. The policy takes account of both data protection and child protection issues.

## Data protection

4. Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 2018. We will not use images of identifiable individuals for school publicity purposes without the consent of either the individual themselves or, in the case of pupils, their parent, guardian or carer. A sample consent form for pupils is attached at Appendix A.
5. In seeking consent, we will ensure that parents are clear why we are using a child's image, what we are using it for, and who might want to look at the pictures. Our GDPR consent form makes clear the period of time for which consent applies.
6. All images will be stored securely and used only by those who are authorised to do so. We will not use images of children after they have left the school; these images will be destroyed. Some images will, however, remain in the environment and on the website in the year after Year 6 transition whilst replacement takes place. Any images must be uploaded directly to google drive for safe storage and accessed by authorised school staff only.

## Child protection

7. We will only use images of children in suitable dress. The Head Teacher and Governing Board will decide if images of some activities – such as sports or arts – are suitable without presenting risk of potential misuse.
8. Any evidence of the use of inappropriate images, or the misuse of images, will be reported to the school's child protection designated teacher, the LA, Social Services and/or the police as appropriate.
9. Individual pupils will not be named in conjunction with their image and we will never use an image of a child who is subject to a court order.

## **Websites**

10. We will adopt the same principles as outlined above when publishing images on the internet as we would for any other kind of publication or publicity material. However, the school recognises that there is no control over who may view images, and consequently a greater risk of misuse of images, via the internet. We will therefore give specific consideration to the suitability of images for use on the school's website.
11. The ICO website has updated their guidance on 'Taking Photos in Schools' to reflect changes since the Data Protection Act 2018.

## **Webcams and mobile phones**

12. Webcams and mobile phones can be used to take images without people's knowledge. The school's policy is to signpost areas in which webcams are being used so that people know the webcam is there before they enter that area.
13. Mobile phones that can take and transmit images will not be permitted in areas of the school, such as changing rooms or sports facilities, where they could be misused. Misuse will be regarded as a breach of school discipline and dealt with accordingly.  
The majority of children do not bring mobile phones to school, but some children may bring their mobile phone for health and safety. These are stored safely in the school office during the school day.

## **External photographers and events**

14. If the school invites or permits an external photographer to take photographs within school, we 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
  - Let children and parents know that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films or photographs
  - Not allow unsupervised access to children or one-to-one photo sessions at events.
15. The same conditions will apply to filming or video-recording of events. The GDPR consent form will alert all, to those children who cannot be filmed or photographed. All consent forms must be viewed and checked for consent before photographing or filming.
16. Photographs taken by journalists are exempt from the Data Protection Act as newspapers are subject to strict guidelines governing the press. However, wherever possible and practicable, we will secure parental permission before allowing journalists to take photographs of pupils.



**Springbank Academy**

Head teacher: Mr Adam Lumley

**Consent Form** for ..... Date of Birth .....

To enable Springbank Academy to comply with the Data Protection Act of 1998 (with due regard to GDPR May 2018), please read, complete and sign this form.

In all instances below the image or footage may be of an individual, small group, class or classes. Where children are named, we will use first names only unless we have sought prior permission from you to publish full names (**\*newspaper and media companies will often use a full name and we will not seek further permission for this**). We will only use photographs and footage where children are appropriately dressed to reduce the risk of inappropriate use of the images.

I give permission for photographs including annual class photographs, voice recordings or films of my child to be taken and used within school. Films from special productions, for example Graduation, may also be shared with other parents/carers.	Yes/No
I give permission for photographs of my child to be used in the printed school newsletter. I understand that it is posted in PDF format on the Springbank Academy website.	Yes/No
My child may be named in the caption or article associated with the image in the newsletter.	Yes/No
I give permission for photographs, voice recordings or films of my child to be used on Springbank Academy website or used for training purposes, both internally and externally. (School will notify parents by text if it is to be an external event.	Yes/No
My child may be named in the associated captions or articles on the website.	Yes/No
My child's image, voice or work may be used in promotional materials.	Yes/No
I give permission for visiting media organisations to take photographs or film footage of my child and use them in local or national publications, on websites and on radio or television programmes.	Yes/No
My child's name* may be used in connection with this material. (*In these instances full names are often used).	Yes/No
I am aware that Springbank Academy uses a third party SMS service to contact me by text for school based communication. I agree to a third party having access to my contact details.	Yes/No
I give consent for my email address to be used as and when information may need to be sent electronically. <b>(Please note that if you wish to withdraw your consent you will need to confirm this in writing to the school office.)</b>	Yes/No
I would like to be kept informed of the social and fundraising life of the school via the text messaging service, for example Christmas events.	Yes/No
I give permission for my child to participate in supervised swimming off site (Kimberley swimming Pool). I also give permission for my child to wear goggles if required.	Yes/No

I give permission for my child to use the internet at Springbank Academy in line with the school's policies and procedures.	Yes/No
I give permission for my child to take part in one-day non-residential visits/attendance reward trips within the UK. This includes cultural week/field trips, sponsored walk, transition visits (Years 5/6), 100% attendance trips, year 6 visit(s). To another educational setting/University. (Full information and timetables will be on the school website).	Yes/No

- Please be aware that websites and social media can be viewed throughout the world and not just in the United Kingdom where UK law applies. Our current social media account is our website.
- We may continue to use your child's image or footage after they have left Springbank Academy in promotional materials or on our website.
- We will not include personal e-mail or postal addresses, telephone or fax numbers on video, on our website or in any printed materials.
- We may include children's written work, projects and artwork including portraits drawn by children of other children on our website and in promotional materials.

### Further Permissions

I give permission for my child to be given first aid by a trained member of staff during any on-site or off-site activity. This includes plasters being applied. Please note we have a duty of care to administer first aid.	Yes/No
I give permission for my child to take part in cooking/tasting/baking activities. Be aware that my child has allergies/sensitivities to the following ..... (Delete if not applicable)	Yes/No
I give permission for my child to take part in sporting events in Eastwood and the local area. This may include travel within Nottinghamshire and to Nottingham City. Transport may be on foot, public transport, coach or in a suitably insured staff car.	Yes/No
I give permission for my child to participate in all areas of the curriculum including Religious Education. I understand if I answer no I will need to provide a signed letter and to complete the withdrawal form.	Yes/No
I give permission for Springbank Academy to share personal data with other agencies such as school health and government departments e.g. census return, height and weight. There is some information that has to be shared due to statutory requirement and consent is not required.	Yes/No
<b>Option 1</b> My child is allowed to walk home from school <b>Option 2</b> My child will be collected from school <b>Option 3</b> My child will be collected from the top gate	Option ....

Please provide an email address if you have consented for information to be shared with you in this manner:

**Two contact details are required, if different from those currently held on file please complete details below:**

Address .....

Telephone Number .....

Address .....

Telephone Number .....

Signed ..... Print name .....

Relationship to child ..... Date .....

**\*Please Note we update this information annually. Should your child's circumstances change mid-year, it is your responsibility to notify school and complete a new consent form.**