



UNICORN SCHOOL

TAKING, STORING AND USING IMAGES OF CHILDREN POLICY

This policy applies to all current & past pupils of Unicorn School, their parents, staff, volunteers and Governors.

This policy is on the public section of the website.

The School has appointed the Bursar as Data Protection Controller to oversee its role as Data Controller

This policy links to the Privacy Notice, IT Acceptable Use & eSafety policy, the Anti-Bullying policy, the Safeguarding & Child Protection Policy, Keeping Children Safe in Education (KCSIE) 2025, the CCTV policy and the Records Retention policy.

It is also referenced by the Parent Contracts.

RESPONSIBILITY

Staff Member:

Bursar

Last Reviewed:

January 2026

Next Review:

January 2027

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 Unicorn School (“the School”). It also covers the School’s approach to the use of cameras and filming equipment at school events and on school premises by parents and pupils themselves, and the media.

It applies in addition to the School’s Terms & Conditions, and any other information the School may provide about a particular use of pupil images, including, for example the use of CCTV as detailed in the CCTV Policy; and more general information about use of pupils’ personal data.

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 him/her as set out in this policy by signing the School’s “Image Authorisation Form” attached to the School’s Acceptance Form which outlines the specific purpose(s) for which the image is being taken. We hope that 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.

Any parent who wishes to change the consent surrounding the use of images for their child may, at any time, submit a revised “Image Authorisation Form” to the School. The School will respect the wishes of parents (and indeed pupils themselves) where reasonably possible, and in accordance with this policy.

From the age of 13 onwards, parents should be aware that the law recognises pupils’ own rights to decide how their personal information – including images – is used. The School is obliged legally to respect the directions of pupils in respect to the use of their personal data once that age is achieved.

An “Image Authorisation Form” is valid from the date of receipt by the School of a correctly completed and signed form. It will remain valid until a revised form (correctly completed and signed) is received by the School. The School will apply the revised permissions as soon as possible from the date of receipt of a revised form and will endeavour to achieve this within one working week.

For the avoidance of doubt, the School will apply the permissions for the most recently received form (correctly completed and signed), subject to the short implementation period mentioned in the previous paragraph. The School will not apply instructions retrospectively.

Use of Pupil Images in School Publications

The “Image Authorisation Form” enables parents to give or withhold their permission for the images of their child to be used in the following school publications:

- on internal displays (including clips of moving images) on digital and conventional notice boards within the School’s premises. Only their first will be used;
- in class and school photographs. Only their first name will be used;
- in recording of School productions which may be made available for purchase. Such recordings will not be made available for purchase beyond parents/guardians/carers whose children were involved in the production;
- in communications, for example weekly newsletters, with the School community (parents, pupils, staff and Governors) including by email, on the School’s intranet, on the “Parents” section of the School’s website, and by post. Only their first names will be used;
- in communications with alumni, their parents and former staff by email, on the “Old Unicorns” section of the School’s website, & by post. Only their first name will be used
- on the public access parts of the School’s website. Such images will never be accompanied by the pupil’s full name but their first name may be used;
- via the School’s social media channels, eg. Twitter and Instagram. Such images will never be accompanied by the pupil’s full name but their first name may be used;
- in the School’s prospectus, and in online, press and other external advertisements for the School. Such external advertising will never include any part of the pupil’s name;
- in media articles surrounding events or school activities in which the School’s pupils are participating. In such events, only the first name of the child will be provided to the media.

Images are only used in ways explicitly agreed upon within this consent form.

The source of these images will predominately be the School’s staff (who are subject to policies and rules in how and when to take such images) but may occasionally be a professional photographer commissioned by the School for marketing and

promotional purposes. It may also be staff/pupils in relation to school events, sports or trips. The School will only use images of pupils in suitable dress.

Retention Limits:

The School will use best efforts to remove all clear and identified images of former pupils in any publication or on its website within 12 months of their departure. However it is possible that some incidental and non-identified images in group shots may remain beyond this time.

The School is conscious that once a child achieves 13 years of age then parental consent can no longer be relied upon in law.

Use of Pupil Images for Identification and Security

All pupils are photographed on entering the School and, thereafter, at intervals, for the purposes of internal identification. These photographs are held on the School's Management Information System.

When the children go off site for an educational activity, the responsible adults take a sheet with photographs of all the children under their care, identified by name. This is to aid identification and security in the event of an emergency.

CCTV is in use on school premises, and will sometimes capture images of pupils. Such images are held and processed in accordance with the School's CCTV policy.

Use of Pupil Images for Monitoring Pupil Progress

The School makes use of a third party on-line learning journal to monitor the progress of children in the EYFS and Infant sections. The current system is Tapestry. The School has an agreement with the providers of Tapestry to ensure that the appropriate data protocols and safeguards are in place.

All parents must sign the School's "Code of Use for Tapestry" before receiving access to their child's account. This code includes an undertaking not to allow any images within their account to be made accessible to others via the internet.

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 the School's pupils are participating, and will make every reasonable effort to ensure that any pupil whose parent 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 often asks for the names of relevant pupils to go alongside the images. These will only be provided if:

- the parents have been informed about the media's visit; and
- the parents have consented as appropriate.

Even if both these conditions have been met, it is the School's policy that only the first name of the pupil will be provided to the media.

Security and Storage of Pupil Images

Professional photographers and the media are accompanied at all times by a member of staff when on the School's 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 the accordance with the School's instructions.

The School takes appropriate technical and organisational security measures to ensure that images of pupils held by the School are kept securely on school systems, and protected from loss or misuse. The School 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.

The school does not publish a pupil's full name alongside their photograph in public-facing materials (e.g. the school website).

Images of pupils in a safeguarding context are dealt with under the School's Safeguarding and Child Protection Policy. Images should be appropriate (e.g. suitable dress, positive context, avoiding one to one situations without good reason, and not causing embarrassment or distress).

Appropriate Devices:

Staff should use only school-owned devices for taking official photographs and must not use personal mobile phones or cameras. If a school-owned device is used, images should be transferred to the secure school system as soon as possible and removed from the device.

Use of Cameras and Filming Equipment (including mobiles 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 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;
- 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 those 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 (or engages a professional photographer or film company to do so), in which case CD, DVD or digital copies of the images may be made available to parents to purchase. Such recordings will not be made available beyond parents whose children were involved in the production. Purchase of such images is subject to strict

conditions, such as not circulating the images on social media or making copies.

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.

The use of cameras and filming equipment (including iPads and mobile phones) is not allowed in toilets, washing or changing areas, nor should photography or filming equipment be used by pupils in a manner that may offend or cause upset.

The misuse of images, cameras or filming equipment in a way that breaches this Policy, or the School's Anti-Bullying Policy, Data Protection Policy for Pupils & Parents, IT Acceptable Use for Pupils Policy, or the School's expectations of behaviour is always taken seriously, and may be the subject of disciplinary procedures or dealt with under the Safeguarding Children: Child Protection Policy as appropriate.

By implementing the above measures, the school can balance the desire to celebrate pupil achievements and promote the school with the critical needs of child protection and data privacy. The Information commissioner's Office (ICO) provides further detailed guidance on these practices.

IMAGE AUTHORISATION FORM (PUPIL)

Name of Child

Whilst Unicorn School has a legitimate reason for holding photographic images of your child for security and identification purposes as detailed in the School's "Taking, Storing & Using Images of Children" Policy, you have the right to give or withhold permission for images of your child to appear in the following school publications (*please refer to the Conditions of Use on the next page*):

I/We give my/our permission for my/our child's image to appear on internal displays (including clips of moving images) on digital and conventional notice boards within the School's premises. Only their first name will be used.	Yes/No
I/We give my/our permission for my/our child's image to appear in class and school photographs. Only their first name will be used.	Yes/No
I/We give my/our permission for my/our child's image to appear in recordings of School productions which may be made available for purchase. Such recordings will not be made available for purchase beyond parents/guardians/carers whose children were involved in the production.	Yes/No
I/We give my/our permission for my/our child's image to appear in communications, for example weekly newsletters. Only their first name will be used.	Yes/No
I/We give my/our permission for my/our child's image to appear in communications with alumni, their parents and former staff by e-mail, post and on the "Old Unicorns" section of the School's website. Only their first name will be used.	Yes/No
I/We give my/our permission for my/our child's image to appear on the School's website. Such images will never be accompanied by the pupil's full name but their first name may be used.	Yes/No
I/We give my/our permission for my/our child's image to appear via the School's social media channels, eg. Twitter and Instagram. Such images will never include any part of the pupil's name.	Yes/No
I/We give my/our permission for my/our child's image to appear in the School's prospectus, which is also accessible on the School's website, and, in online, press and other external advertisements for the School. Such advertising will never include any part of the pupil's name.	Yes/No
I/We give my/our permission for my/our child's image to appear in media articles surrounding events or school activities in which the School's pupils are participating. In such events, only the first name of the child will be provided to the media.	Yes/No

In signing this form, I/we confirm that I/we have read and understand the School's guidelines on the **"Use of Cameras and Filming Equipment (including mobile phones) by Parents"** as detailed in the School's "Taking, Storing & Using Images of Children" Policy.

First Signature		Second Signature	
Name (please print)	Date	Name (please print)	Date

This form must be signed by all parties who signed the School's Acceptance Form for this child.

Conditions of Use

- This form is valid for the period of time that your child attends the School
- New identifiable images of your child will not be used after the end of the academic year in which your child leaves
- Historic photographs may remain on the School's marketing materials, website and social media feeds, and on the internal walls where group & whole school photographs are hung
- The personal details or full name (which means first name and surname) of any child or adult will not be used in a photographic image or video, on the School's website, on the School's social media platforms, in the School's prospectus or in any of the School's other printed publications
- The first name of the child will not be used in the text or photo caption accompanying the photograph of an individual pupil, except in the case of communications within the School's community (eg. weekly newsletter) & then only if such use is authorised by this form
- An individual photograph of a child will not be used if that child is named in any way in the text of an article, except in the case of communications within the School's community (eg. weekly newsletter) & then only if such use is authorised by this form
- Pictures of pupils or teachers drawn by pupils may be included
- Group or class photographs or footage will only be accompanied by very general labels, such as "a science lesson" or "making Christmas decorations"
- Year groups rather than class names will be used in the media
- Images will only be used of pupils who are dressed suitably, to reduce the risk of such images being used inappropriately
- Only images of activities which show pupils and the School in a positive light will be used
- Embarrassing or distressing images will not be used. The images will not be associated with negative or sensitive issues
- Every effort will be made to ensure that images are not taken of any pupil for whom permission has not been granted by their parents/guardians/carers or who are "at risk" or disallowed from having their photographs taken for legal or social reasons
- The School takes no responsibility for the way in which images are used by other websites or publishers or any consequences arising from publication
- Please note that websites can be viewed throughout the World and not just in the United Kingdom where UK law applies
- In giving your consent, you understand that images may be used in printed and electronic form

Please note you can at any time change your level of consent.
To do so you should download a copy of this form from the School's website, complete it as required and return it to the School Office. The School will then cease using images of your child in respect of School publications for which consent is no longer given.