



PEMBROKE HOUSE



PHOTOGRAPHY AND VIDEO POLICY

A whole-school policy including the EYFS

Last Review: November 2025 – EAW, JK, MAm, EM & KMI

Next Review: October/November 2026

Ratified: January 2025 - January 2026



Pembroke House Photography & Video Policy

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1. Introduction

The word photography is used in this policy to include traditional photographs and digital images of any kind, still or moving. We intend to provide an environment in which children, parents and staff are safe from images being recorded and inappropriately used.

Photography and video are familiar features of life, playing a significant role in commerce, entertainment and communication; it is commonplace in our homes and is an important element of school life.

At Pembroke, we feel it is vital that achievements are recognised and that pupils feel valued, proud and happy. Photography is a useful tool within the school and is employed routinely in many ways, for example, record keeping, displays, special events, teachers' lessons and the children's work.

Photos are also used for the press, the school website, The Martlet Magazine, the school's social media pages (which include Instagram, Facebook and YouTube) and other promotional purposes. *Images used online will be carefully selected to present the school positively and will never include personal details or enable pupils to be individually identified.*

Children will only be named in photographs that are displayed within the school. We will not provide children's full names for any other purpose unless special parental consent has been received.

We are sensitive to the wishes and rights of parents who may not wish their children to be photographed and who may have concerns about the use of such images.

Images of pupils constitute personal data under data protection legislation. Pembroke House School processes such data lawfully, fairly, and securely in accordance with the UK GDPR (where applicable) and the Kenya Data Protection Act (2019).

2. Taking Photographs and Video

- All parents are asked to give consent for photography of their child by completing a permission slip during the Registration Process, which is held on file. That consent can be **withdrawn at any time** in writing. The school reviews consent records **annually** to ensure they remain current.
- A register is kept of children who must not be included in the press, website or any other photographic image, still or moving.
- All reasonable measures will be taken to ensure that no child on the register is photographed or videoed by a visitor to school or while on an educational visit outside school. The exception to this may be photographs taken by parents at events such as sports events, concerts and Chapel services, outwith our direct control. Parents are welcome to take photographs or videos at school events for personal use only. Images must not be shared on social media or online platforms if other children appear in them, unless permission has been obtained from those children's parents.

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- From time to time, we invite the press into school to share special events and achievements within the local community. We will allow local newspapers to take photographs of children, when appropriate, provided that parental consent has been given.
- Some newspapers insist that children's names must be published with their photographs. If not, they may decline to cover school events. Therefore, we will normally give the children's full names (but not addresses) to newspapers only if requested by them. That is why parents need to tell us whether they have any objections.
- All staff must adhere to the Staff Code of Conduct, the Safeguarding and Child Protection Policy, and the Use of ICT Policy when capturing or storing images of children.
- In the EYFS setting, images are used solely for educational record-keeping, assessment (Learning Journeys), and display. No images are taken or stored on personal devices, and parents are informed about how images are used in daily reporting apps or observations.
- All digital images are stored on secure, password-protected servers with restricted staff access. Images are never stored on personal laptops, cloud services, or USB devices.

3. Images taken by school staff

- Staff might use school cameras and video equipment, or their phones, when taking photographs. All school equipment must be handed in at the end of the day to the ICT office or the Head of Weekends & Trips, where it is locked away and the images are uploaded to the secure server and deleted from the device. All images on personal phones will be uploaded to the secure server and deleted from any personal devices. Photographs and video footage will be retained only for as long as is necessary for educational or promotional purposes, after which they will be securely deleted or shredded. Historical archive photos (e.g. for school heritage) will be stored securely with restricted access.
- The printing of images by staff is always carried out on the school premises.
- All images taken must be deemed suitable without putting the child in any compromising positions that could cause embarrassment or distress.
- Under no circumstances will a camera be allowed into the bathroom areas unless a member of the Senior Management Team is present, and in those cases, no children shall be in a state of undress or compromise. For example, if staff in the Early Years would like photos of the children washing their hands for hygiene posters, a member of the Senior Management Team must be present.
- Photographs taken as records of events or for educational purposes may be displayed around the school. They are archived or shredded after use.
- Photographs used for evidence in the Early Years Learning Journeys will be handed to the parent at the end of the Reception year.
- Photographs are not exchanged with anyone outside school or removed for private use by any employee or volunteer.

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4. Images taken by adults other than school staff

When a commercial photographer/filmmaker is used, we will;

- provide a clear brief
- issue identification
- inform parents and children
- obtain consent
- not allow unsupervised access to children

5. Images taken by children

- Under no circumstances will pupils be allowed to bring to school or take on trips any electronic devices such as tablets, smartphones, smartwatches, laptops or other computer devices which have the capability to film videos or internet access.
- Should the school learn about any inappropriateness of image use involving our pupils or staff, we will immediately act and report it as we would for any other child protection issue.
- Infringement of this respect of privacy is akin to bullying and will be dealt with in the same way as any other breach of school discipline.

6. Safeguarding and Incident Management

- Any concerns about inappropriate or intrusive photography must be reported immediately to the Designated Safeguarding Lead (DSL), who will investigate and, if necessary, take action in accordance with the school's Child Protection procedures.

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