

The Croft Preparatory School

Use of Photographic Images Policy

Reviewed (SM)	March 2026
Peer Review Completed	19 March 2026
Ratified SLT	24 March 2026
Next Review Date	March 2028

The legal responsibility for ensuring that the Croft Preparatory School adheres to all relevant statutory regulations, as issued by the DfE, lies with the Proprietors. At their discretion, the Proprietors may delegate the monitoring of the efficacy with which the school discharges its statutory duties to the Facilities Manager and the Governing Committee.

Notwithstanding the above delegation, the Proprietors retain ultimate responsibility for how the statutory functions are executed.

Policy Principles

This policy is intended to provide information to pupils and their parents and carers about how images of pupils are used by The Croft School. It also covers the school's approach to the use of cameras and filming equipment at events and on the school premises by parents and the media.

It applies in addition to the school's terms and conditions, and any other information the school may provide about a particular use of pupil images, including, for example, signage about the use of CCTV and the Data Protection and Retention Policy.

Family

Famly is the online system we use in Early Years (Little Crofters Butterflies, Pre-school and Reception) to keep adults connected with the child's daily life in school. We take photos of Early Years children which we publish on Famly to keep you informed about your child's learning and activities in which your child has participated.

By accepting the Famly invitation sent by the school and signing up to a personal log in, parents agree that their child can be featured in photos taken for the purposes of Famly and that they will not share the photos on any form of social media. They also understand that a number of photos will feature multiple children and will therefore be accessible to all Early Years parents invited by the school. Any parent who does not wish their child to be included in Famly photos must notify the Early Years Manager in writing.

How Pupil Photographs are used

The school will take and use photographic images of all pupils to safely fulfil its contractual and legal obligations and 'legitimate interests'. These uses include:

- **For pupil identification**
All pupils are photographed on entering the school and thereafter, at periodic intervals, for the purposes of internal identification. These photographs identify the pupil by name, year group, house and form/tutor group and are used on the school's pupil database.
- **For security**
CCTV is in use on school premises at the front and back gates and covers the car parks and it will sometimes capture images of pupils. The CCTV Policy provides further information.
- **For teaching and learning purposes**
Including:
 - uploading of images to Famly, the online Early Years management setting software
 - on internal displays (including clips of moving images) on digital and conventional notice boards within the school premises
 - as part of school or homework projects
 - to evidence learning
 - as part of lesson observations or teacher training
- **To record school events for historical purposes or for the benefit of capturing memories for parents**
Including:
 - the filming to capture school shows and performances for parents
 - professional school photographers coming into school annually to take photographs of pupils which are made available for parents to buy, as a record of their child in school
 - For the 'internal' section of the School publications which is used to celebrate and record the events of the academic year for internal and historical purposes.
- **To enable monitoring of the school by external authorities**
 - Relevant authorities (including the Department for Education (DfE), Ofsted and the Independent Schools Inspectorate (ISI)) may access photographs as part of the processes to monitor the school's performance.

Parental Consent for other uses of photographic images

Parents who accept a place for their child at the school are asked to complete a 'Use of Photographic Images Consent form', ticking either 'yes' or 'no' to indicate whether they agree to the school using images of their child 'for school publicity purposes; including but not limited to promotional materials, press and digital feature'.

If a parent withholds consent, pupil images will still be taken and processed in the ways outlined above, to fulfil the school's contractual and legal obligations and legitimate interests.

If the parent ticks 'yes', their child's photograph may be used in the following ways:

- Through 'The Croft App', a tailored communication platform (with website access too) for parents of currently registered pupils. There are features on The Reach More Parents App (RMP) to share photographs by class, by year group or by whole school, all within a closed community setting.
- In The Croft Communiqué, a weekly school magazine which can be accessed by all parents and staff at the school, and which communicates school news and celebrates pupil learning and events. The Croft Communiqué is predominately an internal publication but is published on the school website and may be used in promotional events, such as Open Days.
- On the School website
- 'Through the School's social media accounts; including Meta Platforms and LinkedIn'.
- Via press releases that are sent to local and national magazine and press titles with the aim to generate positive PR for the School.
- Selected third party partners of the school such as club providers as well as other community links, including Stratford Literary Festival

Please note that the school will never use any images that might cause embarrassment or distress to the individual, nor will photographs be used out of context or to highlight sensitive or negative issues.

Consent for the school to use a child's photographic image in school publications, social media and marketing and promotional materials (as listed above) may be withdrawn at any time by contacting the school and completing a new form.

External Media

Occasionally, the media (local newspaper etc.) will attend a school event. In these circumstances, the school will make every effort to ensure that any pupil whose parent has refused permission for images of that pupil to be made, are not photographed or filmed by the media.

The media normally asks for the names of the relevant pupils to go alongside the images, and these will be provided in the format of first name and first letter of the child's surname, where parents have given their consent.

Professional photographers and the media are supervised by a member of staff when on school premises, as per our safeguarding procedures. 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 accordance with the school's instructions and the Data Protection Act 2018.

Security of Pupil Images

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

All staff are given guidance on the school's Use of Photographic Images 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. Images of pupils in a safeguarding context are dealt with under the school's Safeguarding and Child Protection Policy.

Use of Cameras and Filming Equipment (including mobile phones) by Parents

Parents are welcome to take photographs of (and where appropriate, film) their own child 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 a 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.
- In particular, 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 that pupil's parents.

- Parents are reminded that such images are for personal use only. Images which may 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 or contravene safeguarding procedures.
- 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 reserves the right to record plays and concerts (or to engage a professional photographer or film company to do so). Parents of pupils taking part in such plays and concerts will be consulted if it is intended to make such recordings available more widely.

Photographs sent in by Parents

Photographic images are sometimes emailed to the school by parents for inclusion in school publications (e.g. a photograph from a sporting fixture for The Croft Communiqué or for the completion of their child's homework task.) These images should be sent to the main office inbox office@croftschoo.co.uk where the administration team will view and distribute them.

Photographic images used for school publications will be deleted from the IT system after inclusion, but will be retained in the publication as per the school's retention guidelines.

Photographs sent as part of homework projects will be kept as part of the pupils' academic work and may be sent home at the end of the academic year, or retained in the school for further monitoring and inspection purposes. Images will not be kept for any longer than necessary.

Children photographing each other with their own equipment

This practice occurs occasionally during special onsite activities for older year groups or may be permitted on some residential trips. Whilst it is not encouraged by School staff, ultimately parents are responsible for monitoring their child's use of cameras and subsequent use of the images involved. Pupils are not permitted to use their own equipment to take photographs of each other.