



Seahaven Academy

The best in everyone™

Part of United Learning

Taking, storing and using images of children Policy

Document Control	
Document Title:	Taking, storing and using images of children – Policy
Version:	1
Summary of Changes from Previous Version:	-
Name of Originator/Author (including job title):	Hannah Hamilton Director of Marketing
Target Audience:	All United Learning staff who may capture or process images of pupils
Review By Date:	November 2025
Date Issued:	November 2023



Seahaven Academy

The best in everyone™

Part of United Learning

Taking, storing and using images of children Policy

We take and store images for a number of purposes:

- For identification purposes
- To take images of pupils, individually or in groups, as part of the school's record and as a service for parents
- For security via CCTV recordings
- For teaching and learning purposes
- For use in celebration and promotion of activities in school

For the purposes of identification, record, security and teaching and learning, our legal basis for processing is public task, because we need to process these images as part of running Seahaven Academy.

Photographs taken in school as a service for parents (such as class photos) are processed on the basis of legitimate interest, because this is an activity that people might reasonably expect us to perform.

We will ask for consent to use images in promotional material.

How we use Your Data

The data controller for personal information held by Seahaven Academy is United Learning Trust (ULT). ULT is registered with the Information Commissioner's Office (ICO). The registration number is Z7415170. The Company Secretary is responsible for ensuring that ULT complies with the Data Protection Law. They can be contacted on company.secretary@unitedlearning.org.uk or 01832 864538.

All images will be used in a manner respectful of the eight Data Protection Principles. This means that images will be:

- fairly and lawfully processed
- processed for limited, specifically stated purposes only
- used in a way that is adequate, relevant and not excessive
- accurate and up to date
- kept on file for no longer than is necessary
- processed in line with an individual's legal rights
- kept securely
- adequately protected if transferred to other countries.

The School Business Manager is responsible for ensuring the acceptable, safe use and storage of all images within the school. This includes the management, implementation, monitoring and review of this policy.

How we seek your consent for images used for promotion

- Written parental permission will be sought on entry to the school, except in the case of Sixth Form students, who will be asked to sign their own consent forms. A record of all consent details will be kept securely on file.
- Should permission later be withdrawn by parents/carers, records will be updated and the relevant staff informed, and no further images of the pupil concerned will be captured for use in publicity.

(Please note that images already in circulation cannot be withdrawn.)

- We will always make individuals aware if photography is taking place, and will talk about how and why we are taking the images in an age-appropriate way.
- We will always respect the individual, and will never take images of anyone against their wishes.
- When taking images, careful consideration will be given before involving very young or vulnerable children who may be unable to question why or how activities are taking place.
- Photography is not permitted in sensitive areas such as changing rooms, toilets, etc.

There are always some risks associated with the distribution of images. These measures help to mitigate those risks, but you should make sure you are comfortable with your child being featured in images before you give consent.

How we use images for promotion

Images are a way for us to celebrate achievement, keep parents and communities informed about our activities, and raise our profile. Parents and families and the children themselves often derive great pleasure from seeing their loved ones in print or on a website.

- Images may be included in print or digital media. Examples might include: printed publications; websites; adverts; in communications channels such as newsletters or social media; as part of wall displays; or to accompany stories in the media.
- Children's full names will not be associated with photographs except where directly relevant. For example: where the child has won a major competition.

Capture of images by Parents/Carers

- Parents/Carers are permitted to take photographs or video footage of events for private use only.
- Parents/Carers must not share images of any other pupil on social media.
- Parents/Carers are not permitted to take photographs in sensitive areas such as changing rooms, toilets, swimming areas etc.
- Parents/Carers who are using photographic equipment must be mindful of others when capturing images.
- Parents/Carers may contact the school's DSL to discuss any concerns regarding the use of images.

Capture of images by children

- We will discuss and agree age-appropriate acceptable use rules with children regarding the use of cameras, such as places children must not capture images (eg unsupervised areas, toilets etc).
- All staff will be made aware of the acceptable use rules regarding children's use of cameras and will ensure that children are appropriately supervised when taking images for official or curriculum use.
- Members of staff will role model positive behaviour to the children by encouraging them to ask permission before they take any photos.
- Images taken by children which are used for school purposes will be processed and stored in accordance with this policy.

Use of Closed-Circuit Television (CCTV)

For information on how we capture and process images through CCTV, please refer to our CCTV policy.

Further information

You can read more about how we capture, use, process and store images in the following policies:

- Safeguarding and Child Protection Policy

- Privacy Notice
- Data retention schedule
- Staff code of conduct
- Parent contract / Terms & Conditions
- Online learning
- Acceptable use of IT
- E-Safety



Seahaven Academy

The best in everyone™

Part of United Learning

Annex 1 - Template image consent form for parents which is part of our Admission Form

Consent for Using Images		
<p>As part of running the school the Academy will use photos of our pupils in our electronic systems, in classroom displays and sometimes photos and film may be taken as part of a lesson or project. From time-to-time ULT or the Academy may use pupil photos for marketing and publicity purposes. We will only use photos or films of your child for such purposes if you have completed this section of the form. Please note that Seahaven Academy and United learning take images (including photographs and video) for a number of other purposes. These purposes and the lawful basis for processing those images are identified in our Image use policy.</p>		
I consent to my child's images being used:		
On the school's website	Yes	No
On ULT/UCST's website	Yes	No
On social media	Yes	No
On ULT/UCST's intranet (the Hub)	Yes	No
All promotions, publicity and advertising materials, including prospectus	Yes	No
External news providers (online and print)	Yes	No
<p>You may withdraw your consent at any time. If you wish to do so, please contact us at the details below. On receipt of such a notification we will remove any images from our websites and I understand that it may not always be possible to recall existing images of my child from circulation. Please note that if you have consented to the use of photos in the school prospectus, we will not be able to remove these images from any documents that have already been printed. Once consent has been removed, no further images of your child will be captured for use in publicity.</p> <p>The data controller for personal information held by Seahaven Academy is United Learning Trust (ULT). ULT is registered with the Information Commissioner's Office (ICO). The registration number is Z7415170.</p> <p>The Company Secretary, is responsible for ensuring that ULT complies with the Data Protection Law. They can be contacted on company.secretary@unitedlearning.org.uk or 01832 864538.</p> <p>The School Business Manager is responsible for ensuring that the Academy complies with ULT's policies and procedures in relation to Data Protection. They can be contacted on 01273 517601</p> <p>For further information regarding how ULT uses personal data please refer to the privacy notice on our website and below.</p>		