

STANBURN PRIMARY SCHOOL



Digital Images, Video, Social Media and Mobile Technology Policy

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Next Review Date:	June 2028
Name and Signature:	E D'Souza

PART A: Digital Images, Video and Social Media

1. Introduction

This policy sets out how the school uses, stores, shares and protects digital photographs, videos and other recorded images of pupils, staff and visitors at Stanburn Primary. The school recognises that photographs and videos are an important part of school life and can:

- celebrate pupils' achievements;
- support teaching and learning;
- communicate with parents and carers;
- promote the work of the school;
- support safeguarding, security and administration.

The school is committed to ensuring that all images and recordings are used safely, responsibly and in line with current safeguarding and data protection legislation.

This policy should be read alongside the following school policies:

- Safeguarding and Child Protection Policy;
- Online Safety Policy;
- Acceptable Use Policy;
- Data Protection and UK GDPR Policy;
- Mobile Phone Policy;
- Staff Code of Conduct;
- Social Media Policy;
- CCTV Policy;
- Behaviour Policy.

2. Legislation and Guidance

This policy is based on the following legislation and guidance:

- UK General Data Protection Regulation (UK GDPR);
- Data Protection Act 2018;
- Human Rights Act 1998;
- Protection of Freedoms Act 2012;
- Freedom of Information Act 2000;
- Keeping Children Safe in Education (KCSIE);
- Department for Education guidance: *Data protection in schools – Taking and using photos and videos, and using CCTV in schools*;
- Information Commissioner's Office (ICO) guidance on photographs, videos and consent.

Images and videos of identifiable individuals are considered personal data and will be processed lawfully, fairly and transparently.

3. Roles and Responsibilities

The Governing Body

The Governing Body is responsible for ensuring that this policy complies with legislation and that appropriate procedures are in place.

The Headteacher

The Headteacher is responsible for:

- the overall implementation of this policy;
- ensuring staff understand and follow this policy;
- ensuring appropriate consent and permissions procedures are in place;
- ensuring appropriate safeguarding procedures are followed.

Staff

All staff are responsible for:

- following this policy and related safeguarding procedures;
- using school devices and systems appropriately;
- ensuring images are only used for approved school purposes;
- reporting any concerns, misuse or breaches immediately.

Parents and Carers

Parents and carers are expected to:

- follow school guidance regarding photography and filming at school events;
- avoid sharing images of other children online without permission;
- respect the privacy and safeguarding needs of all members of the school community.

4. Consent and Permissions

The school will seek permissions from parents and carers regarding the use of pupil photographs and videos. Permissions will normally be obtained when a child joins the school and reviewed regularly. Parents and carers may withdraw or amend permissions at any time by contacting the school office in writing. The school recognises that some pupils may:

- be subject to safeguarding concerns;
- have court orders restricting publication;
- require additional protection for welfare or safety reasons.

In such cases, additional precautions will be taken and staff will be informed where appropriate. The school will maintain an up-to-date record of permissions and restrictions.

The school will not exclude pupils from activities simply because permission for photography or social media use has not been granted.

5. Appropriate Use of Images and Videos

The school may use photographs and videos for:

- learning activities;
- displays within school;
- assessment and moderation;
- newsletters;
- the school website;
- official school social media accounts;
- promotional materials;
- school trips and events;
- safeguarding and security purposes;
- school administration systems.

The school will:

- use images respectfully and appropriately;
- avoid using full names alongside pupil photographs where possible;
- avoid including personal information that could identify or locate a pupil;
- ensure images are suitable and not open to misuse;
- check permissions before publication;
- remove images where consent has been withdrawn where reasonably possible.

The school will not:

- use inappropriate or excessive images;
- publish personal contact information;
- use images in a way that could place a child at risk.

6. Storage and Security

Images and videos will be:

- stored securely on school systems or approved cloud platforms;
- accessible only to authorised staff;
- deleted in accordance with the school's data retention procedures;
- transferred securely between devices and systems.

School devices should be used wherever possible. Staff must not store school photographs or videos on personal devices unless explicitly authorised by the Headteacher.

Where personal devices are authorised in exceptional circumstances:

- images must be transferred securely to school systems as soon as possible;
- images must be permanently deleted from personal devices after transfer;
- automatic cloud backups must not be used for school images.

Memory cards, USB devices and portable storage containing school images must be kept secure.

7. Use of Mobile Phones and Personal Devices

Staff, volunteers and visitors must follow the school's Mobile Phone Policy.

Personal mobile phones or devices must not be used to photograph or record pupils unless authorised in advance by the Headteacher for a specific educational or operational purpose. Pupils must not use personal devices to photograph or film others. The school will address misuse of images, filming or online sharing in line with the Behaviour Policy, Online Safety Policy, Mobile Technology Policy and safeguarding procedures.

8. Website and Online Publications

The Headteacher has overall editorial responsibility for all content published on the school website. Only authorised staff may upload or publish content.

The school website will:

- use appropriate and respectful images;
- avoid publishing full names alongside pupil photographs;
- avoid publishing personal contact details of pupils or staff;
- use the school's main contact details only;
- ensure content is accurate and appropriate.

The majority of website content will be the school's own work. Any external content used will be appropriately credited. The school will not use pupils' names within image file names or metadata where possible.

9. Social Media

The school uses official social media accounts to celebrate learning, communicate with families and share school information. The school currently operates an official Instagram account and an official Facebook account:

Instagram: @stanburnprimary

Facebook: [Stanburn Primary School | Stanmore | Facebook](#)

Only authorised staff approved by the Headteacher may access or post to official school social media accounts.

School social media accounts must:

- be professionally managed;
- use strong passwords and appropriate security settings;
- have more than one authorised administrator where possible;
- follow safeguarding, data protection and professional conduct expectations.

Before posting images or videos on social media, staff must:

- check parental permissions;
- ensure content is appropriate and respectful;
- avoid identifying pupils by full name;
- avoid sharing personal or sensitive information.

Staff must not:

- use personal social media accounts to communicate with pupils;
- post images of pupils on personal accounts;
- create unofficial school social media groups or pages without approval.

Any concerns regarding online content, inappropriate comments or misuse must be reported immediately to the Headteacher or Designated Safeguarding Lead (DSL).

10. Parents, Carers and Visitors at School Events

Parents and carers are welcome to take photographs and videos at many school events for personal family use. However, the school asks that:

- images are not shared publicly online if they include other children without permission;
- filming or photography does not disrupt the event;
- all safeguarding instructions from staff are followed.

The school reserves the right to restrict photography or filming where safeguarding concerns exist. The school may remind parents and visitors of expectations before performances, assemblies, sports events or productions.

11. Pupils Using Images and Video

Pupils may use photographs and videos as part of learning activities under staff supervision.

Pupils will be taught:

- how to use images responsibly and respectfully;
- the importance of privacy and consent;
- the risks of sharing personal information online;
- how images can be manipulated or misused;

- how to report concerns about online content or inappropriate image sharing.

Online safety education will be delivered through the curriculum (approved Purple Mash, PiXL and Jigsaw resources are used by us as a school) and reinforced through assemblies, discussions and wider safeguarding education.

12. External Photographers and Media

The school may use professional photographers, videographers or media organisations.

External providers must:

- follow school safeguarding procedures;
- comply with UK GDPR and data protection expectations;
- use images only for agreed purposes;
- store and transfer images securely.

Where appropriate, contracts or agreements will clarify responsibilities for data protection and image use.

14. Data Breaches and Concerns

Any accidental or inappropriate sharing, loss or misuse of photographs or videos must be reported immediately to:

- the Headteacher;
- the Designated Safeguarding Lead (DSL);
- the Data Protection Officer (DPO), where appropriate.

The school will respond to concerns and data breaches in accordance with safeguarding procedures and data protection requirements.

Staff will receive appropriate training and updates relating to digital safety, safeguarding and data protection.

Stanburn Primary School – PART B: Mobile Technology

1. Introduction

Mobile technology forms an important part of modern life and can support communication, learning and organisation when used safely and responsibly.

This policy sets out expectations for the safe, responsible and appropriate use of mobile technology by pupils, staff, governors, volunteers and visitors at Stanburn Primary School.

For the purposes of this policy, “mobile technology” includes:

- mobile phones;
- smart watches and wearable technology;
- tablets;
- laptops;
- portable gaming devices;
- headphones and audio devices;
- removable storage devices;
- any device capable of recording, storing or transmitting images, audio or data.

2. Aims of the Policy

This policy aims to:

- safeguard pupils and staff;
- minimise disruption to learning;
- promote safe and responsible use of technology;
- reduce risks associated with photography, filming, online communication and social media;
- support compliance with safeguarding and data protection legislation;
- provide clear guidance for staff, pupils, parents and visitors;
- outline procedures for managing misuse of mobile technology.

3. Staff Use of Mobile Technology

Staff may bring personal mobile devices into school for personal use, subject to the expectations outlined below.

Staff must:

- keep personal devices secure at all times;
- use passwords, PINs or biometric protection on devices;
- ensure personal devices are not connected to the school Wi-Fi unless authorised;
- avoid personal use of mobile devices during teaching time or when supervising pupils;

- store devices securely during the school day;
- use professional judgement regarding emergency situations;
- comply with all safeguarding and data protection requirements.

Staff must not:

- use personal devices to photograph or record pupils unless permission has been granted from the Headteacher;
- use personal devices to communicate with pupils;
- share personal contact details with pupils;
- access or store inappropriate material on devices used on school premises;
- use personal social media accounts for communication with pupils or families.

School devices should always be used where possible for school-related activities.

Where, in exceptional circumstances, a personal device is authorised for school use:

- only school-approved applications or systems should be used;
- school data must be kept secure;
- confidential information must not be accessible to others;
- images or data must be deleted once transferred securely to school systems.

During educational visits, staff should use school mobile devices where available. If this is not possible, authorisation from a member of the Senior Leadership Team must be obtained before using a personal device for school communication purposes.

4. Visitor Use of Mobile Technology

Visitors, volunteers and contractors are expected to use mobile technology appropriately while on the school site. Parent volunteers attending school trips or visits should read, sign and agree to our 'Guidance for Parents/Carers who volunteer on school education visits' document. This outlines expectations for mobile phones and technology.

Visitors should:

- keep mobile phones and devices out of sight during direct contact with pupils unless authorised;
- follow all safeguarding instructions provided by the school;
- never photograph or record pupils unless explicit permission has been granted by the school.

Professional photographers and external providers must comply with safeguarding and data protection expectations.

Parents and carers may take photographs or videos at school events for personal use only, in accordance with the Digital Images, Video and Social Media guidelines above.

5. Pupil Use of Mobile Technology

Pupils are not permitted to bring personal mobile technology into school unless specific permission has been granted by the Headteacher.

This includes:

- mobile phones;
- smart watches with communication or recording capability;
- tablets;
- portable gaming devices;
- cameras or recording devices.

Exceptions for Year 5 and Year 6 Pupils

Year 5 and Year 6 pupils may be permitted to bring a mobile phone to school where parents request this for safety reasons related to travel to and from school.

In these circumstances:

- a signed agreement must be completed by the parent and pupil;
- phones must be switched off before entering the school site;
- phones must be handed to the class teacher immediately upon arrival;
- phones will be stored securely during the school day;
- phones may be collected at the end of the school day or after clubs.

Pupils must not use mobile phones anywhere on the school site. Smart watches capable of messaging, photography, internet access or recording are not permitted.

6. Misuse of Mobile Technology

Misuse of mobile technology includes, but is not limited to:

- using a device during the school day without permission;
- photographing or recording others without consent;
- accessing inappropriate content;
- using devices to bully, intimidate or harass others;
- sharing inappropriate material;
- using social media inappropriately;
- attempting to bypass school filtering or monitoring systems.

Where misuse occurs:

- devices may be confiscated in accordance with the school Behaviour Policy and DfE guidance;
- parents/carers may be asked to collect the device;

- pupils may lose their right to bring a device to school;
- safeguarding procedures may be followed where appropriate;
- serious incidents may be referred to external agencies, including the police.

The school reserves the right to search, screen or confiscate devices where there are reasonable grounds to suspect a breach of school rules, safeguarding concerns or unlawful activity, in line with statutory guidance.

7. School-Issued Devices

The school provides devices and digital resources to support teaching and learning.

Pupils using school devices are expected to:

- use equipment responsibly;
- follow staff instructions;
- access only approved applications, websites and platforms;
- report damage or concerns immediately.

The school ensures that:

- internet access is filtered and monitored appropriately;
- apps and platforms are reviewed for suitability and age appropriateness;
- devices are asset logged and managed securely;
- devices can be remotely managed or disabled where appropriate.

Use of school devices for photography or video must also comply with the Digital Images, Video and Social Media statements above.

8. Loss, Theft and Damage

The school accepts no responsibility for the loss, theft or damage of personal mobile technology brought onto the school site. All personal devices are brought to school at the owner's risk. Parents and carers are strongly discouraged from allowing children to bring valuable electronic devices into school unless permission has been granted.

9. Online Safety and Safeguarding

The school recognises that mobile technology can present safeguarding risks, including:

- cyberbullying;
- online exploitation;
- inappropriate contact;
- access to harmful content;
- sharing of indecent images;
- misuse of social media.

Online safety education is taught through the curriculum and reinforced through assemblies, discussions and safeguarding work across the school. The school uses age-appropriate filtering and monitoring systems in line with statutory guidance. Concerns regarding online safety or mobile technology use should be reported immediately to the Designated Safeguarding Lead (DSL).

10. Monitoring and Review

This policy will be reviewed regularly to reflect:

- changes in legislation and guidance;
- developments in technology;
- safeguarding requirements;
- operational needs within the school.

Staff will receive regular updates and training regarding safeguarding, online safety and the appropriate use of mobile technology.

This policy should be read in conjunction with the school's safeguarding, online safety and data protection procedures.

References:

- UK GDPR and Data Protection Act 2018
- Department for Education guidance on data protection in schools
- ICO guidance on the use of photographs and videos in educational settings

Sources used in updating this policy include current Department for Education guidance on the use of photographs, videos and CCTV in schools. ([gov.uk](https://www.gov.uk))

Appendix A – Acceptable Use Agreement for Pupils Bringing Mobile Phones to School

Pupil Expectations

Pupils permitted to bring a mobile phone to school must agree to the following:

- My phone will be switched off before entering the school site.
- I will hand my phone to my class teacher immediately on arrival.
- I will not use my phone during the school day.
- I understand that phones must not be used to photograph, film or record anyone on the school site.
- I understand that misuse of my phone may result in the phone being confiscated and further consequences being applied.
- I understand that the school cannot accept responsibility for loss, theft or damage.

Pupil Name: _____

Signed: _____

Date: _____

Parent/Carer Agreement

I give permission for my child to bring a mobile phone to school for safety reasons relating to travel to and from school.

I understand that:

- the phone must be switched off before entering school;
- the phone must be handed to the class teacher immediately upon arrival;
- the phone must not be used on the school site;
- the school accepts no responsibility for loss, theft or damage;
- misuse of the phone may result in permission being withdrawn.

Parent/Carer Name: _____

Signed: _____

Date: _____