

**IMPACT ALTERNATIVE LEARNING
PHOTOGRAPHY & VIDEO POLICY
ELITE INSPECTION VERSION**

Reviewed: April 2026 | Next Review: April 2027

1. STATEMENT OF INTENT

This policy sets out how Impact Alternative Learning safely uses images and video for educational, safeguarding and promotional purposes.

While imagery supports engagement and celebration, it also presents safeguarding and data protection risks which this policy mitigates.

All use of images complies with UK GDPR and safeguarding expectations.

2. LEGAL FRAMEWORK

This policy operates in line with:

UK GDPR & Data Protection Act 2018

Keeping Children Safe in Education 2025

Equality Act 2010

Human Rights Act 1998

ICO guidance on image use

3. DEFINITIONS

Personal use: Images taken by parents for private use only.

Educational use: Images used internally for learning.

Promotional use: Images used on websites/social media.

Official use: ID, safeguarding or records.

4. ROLES AND RESPONSIBILITIES

Principal: Overall accountability

DSL: Risk assessment for vulnerable pupils

Staff: Follow procedures and only use authorised devices

Parents: Follow school rules during events

5. CONSENT

Explicit consent is required for all non-essential image use.

Consent is recorded, reviewed annually and can be withdrawn at any time.

No response = no consent.

Additional safeguarding checks for high-risk pupils.

6. SAFEGUARDING CONTROLS

No images of vulnerable pupils without DSL approval.

No images in changing areas or distressing situations.

First names only if identification required.

Group images preferred over individual close-ups.

7. USE OF DEVICES

Only school devices permitted.

No personal phones for staff.

Images transferred and removed immediately.

Secure storage required.

8. STORAGE & RETENTION

Images stored securely on restricted systems.

Retention kept to minimum required.

Deleted when no longer needed or consent withdrawn.

Audit checks conducted termly.

9. SHARING & PUBLICATION

No sharing without consent.

No staff social media use.

Professional photographers supervised.

Parents must not upload images of other pupils.

10. EVENTS & PARENTS

Photography permitted only when approved.

Parents must focus on their own child.

No public sharing online.

Staff may restrict photography at any time.

11. MONITORING & REVIEW

Policy reviewed annually.

Incidents reported to DSL.

Breaches treated as safeguarding concerns.

APPENDIX 1 – CONSENT FORM

Tick boxes for: internal use / website / social media / press

Parent signature / date

Child name

APPENDIX 3 – INCIDENT LOG

Date	Issue	Action	Outcome