

Photography Policy

Effective from: September 2025

Authorised by: Mary Fysh; Principal, Sarah Tapp; Head and Martin Ayres; Chair of Advisory Body

CONTENTS

Use of photographs

Precautions taken

Photographs taken by staff of children in the School

Photographs taken by Parents of Children at the School

Use of Professional Photographers

Consent of Parents and Carers

Appendix 1 - Parent/Carer Consent and Acknowledgement

Rationale

The use of photographs on websites and in other publications could pose direct and indirect risks to children and young people. The safety and well-being of every pupil, both in the EYFS and Key Stage 1 at the Avenue Nursery and Pre-Preparatory School (the School), is our highest priority and therefore we take every precaution to minimise the risks involved in using photographs of the children on the School website. The school strictly follows statutory guidance set for keeping children safe, for safer staff recruitment and for the EYFS. This policy applies to the EYFS and Key Stage 1

Use of Photographs

Photographs of the children engaged in their daily activities are regularly taken throughout the school using school camera equipment which is monitored and controlled. School photographs are used for the Nursery and Reception children's folders which are given to parents at the end of the School year and for displays in the School. We also use photographs to illustrate the School's website as we believe that the best ambassadors for the school are its children. Any use of school photographs will be the subject of parental consent. There are special opportunities for parents to take photographs of their children (festivals and other occasions for example) Parents are asked to adhere to the guidance set out in this policy in the interests of security and safety of all children.

Precautions taken

We take the following precautions when selecting and using photographs for use on the website and for the website content generally:

We only post images within the parent portal of the website unless specific permission has been granted by the parent to put it on the public side of the website.

- We do not use children's names or surnames in photograph captions
- We do not include any personal information about the children whose images are used on the website
- We only use images of children who are dressed appropriately.
- We do not name any pupils in any text contained in the website.
- We do not include any personal email addresses, postal addresses or telephone numbers on video, on our website or in other printed publications.
- We may use photographs of groups of children or footage with very general labels such as "A science lesson" or "Dance Drama in the Hall"

Photographs taken by staff of children in the School.

The School has a sufficient number of cameras and iPads on the premises to ensure that a member of staff is able to take photographs of the children when required. A School camera or iPad is to be taken on School trips. Mobile phones are not permitted to be used to take photographs.

Nursery staff regularly take photographs of the children during the course of the morning's activities using school monitored equipment. Staff are not permitted to use their own equipment or devices. Images are uploaded to a third party online Nursery Assessment programme, "Tapestry". Tapestry provides a means of tracking the child's Learning Journey through Tapestry's secure portal, using personalised login and password details. The photographs uploaded to Tapestry will have personal details of the child attached however these can only be accessed through the secure Parents portal.

Photographs taken by Parents of Children at the School

Parents may take photographs of their children at the School during the course of group activities to which they have been invited, such as the Christmas Nativity, Sports Days, Plays and Musical Productions given by the children, the School Picnic in the garden and the End of Year Assembly for Year 2 Leavers.

We regard this activity as part of normal School life for all children. The School will allow parents to photograph their child on the school premises. Inevitably, images may include other unrelated children as a consequence of this. We, therefore, ask all parents to undertake to use any such images in a responsible manner with thought for other parents and children. Any photographs taken by parents on School premises must be for personal use only and must not be distributed in any other way either electronically or other means.

Use of Professional Photographers

The school uses professional photographers for individual school photographs which are taken in the Autumn term and Class and whole school photographs which are taken in the Summer term. All photographers visiting the School have Enhanced Disclosures issued by the Disclosure and Barring Service (DBS). The identity of photographers and other information are routinely checked before they are allowed to enter the school. The School will ask any visiting photographer for sight of the Disclosure before the photography sessions commence. The photographers will be accompanied by a member of the School staff at all times whilst on the School premises.

Consent of Parents and Carers

We will ask all parents to complete and sign the “Parental Consent form – Taking and Using Images of Children”, which is given in the appendix to this Policy. If Consent is not given, we undertake not to use the child’s images. In the case of older children, consent would normally be obtained from the pupils concerned. However as our children are aged 7 years old and under we consider that the consent given by parents is sufficient.

If a parent who has previously given consent subsequently chooses to withdraw consent for their child’s image to be used, the School will remove all images of him/her from the website. The parent must inform the School of the withdrawal of their consent in writing.

Appendix 1 - Information for Parents Consents and Acknowledgement

Avenue Nursery & Pre-Preparatory School - Parental Consent Forms

Please complete the form below for our records and return it to the school office as soon as possible. This data is essential for your child's welfare in school and will be kept confidential.

STUDENT DETAILS:

FULL NAME		DATE OF BIRTH	
-----------	--	---------------	--

1. PHOTOGRAPHY CONSENT taking and using images of children in school

The Avenue Pre-Preparatory School and Nursery (the school) recognises the need to ensure the welfare and safety of all children. In accordance with our Child Protection policy, we will not permit photographs, video or other images of children and young people to be taken without the consent of the parents/carers.

Photographs of the children engaged in their daily activities are regularly taken throughout the school. We use these for displays in the school and the Nursery & Reception children's online learning journals (Tapestry). Please note that these images shared may sometimes include other children. We also use photographs to illustrate the school life on the website as we believe that the best ambassadors for the school are the children. We do not use the children's names or surnames in the photograph captions or include any personal information about the children concerned.

Other parents of children in the school may inadvertently take photographs of your child during school events such as the Nativity, Sports Day, School Picnic and School Plays. We ask all parents to confirm that such photographs taken at the school are not used inappropriately, for example, uploaded onto a social media site which is accessible to the public. The school will take all steps to ensure these images are used solely for the purposes they are intended. If you become aware that these images are being used inappropriately you should inform the school immediately.

We the undersigned have read the Schools Photography Consent Policy (available to read in the "Key Information" area on the school website) and give permission as indicated below and in accordance with the Data Protection Act 2018.

We consent to our child's image being within school for display purposes & uploaded to Tapestry online learning journal? <i>(Please note, your child's image may appear alongside another's within their profile)</i>	Yes/No
We consent to our child's image being used on the public pages of the website (e.g., news posts). <i>(Please note, the school will contact you directly for additional consent to use your child's photograph in the school prospectus or other printed material that we produce for promotional & marketing purposes)</i>	Yes/No
We consent to our child's image/photograph being used within the secure area of the school website that is only accessible to parents and teachers? <i>(Please note, this includes pictures taken at e.g., school events, classroom activities & school trips etc. so if you indicate NO, then your child will need to be removed from all group photographs)</i>	Yes/No
We confirm that any photographs taken by us at the school at events will not used inappropriately, for example, uploaded onto a social media site which is then accessible to the public?	Yes/No
SIGNED	
SIGNED	