THE
KING'S SCHOOL
CANTERBURY

Taking, Storing and Sharing Imagery Policy

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In Conjunction with: The Head of Security, The Head of Marketing, and the Compliance Officer

Date to be reviewed: September 2027

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1. Official use of Images/Videos of Children

1.1 Scope and aims of the policy

This policy seeks to ensure that images and videos taken within and by the school are taken and held legally and the required thought is given to safeguarding all members of the community.

This policy is intended to provide information to pupils and their parents, carers or guardians (referred to in this policy as "parents") about how images of pupils are normally used by The King's School, The Sports Centre, The Junior King's School and The International College ("the school"). It also covers the school's approach to the use of cameras and filming equipment at school events and on school premises by parents and pupils themselves, and the media.

This policy must be read in conjunction with other relevant school policies including but not limited to; safeguarding and child protection, anti-bullying, behaviour and Acceptable Use Policies.

This policy applies to all images, including still and video content taken by the school.

All images taken by the school will be used in a manner respectful of the Data Protection Principles. This means that images will be processed:

- fairly, lawfully and in a transparent manner
- for specified, explicit and legitimate purposes
- in a way that is adequate, relevant and limited to what is necessary
- to ensure it is accurate and up to date
- for no longer than is necessary
- in a manner that ensures appropriate security

The Compliance Officer within the school, supported by the Designated Safeguarding lead (DSL) and the Senior Management Team, are responsible for ensuring the acceptable, safe use and storage of all camera technology and images within the setting. This includes the management, implementation, monitoring and review of this policy.

1.2 Parental consent

The school will always obtain permission from parents or carers before capturing, using, or publishing any images or videos of children. Separate written consent will also be sought for the use of photographs taken offsite for professional, marketing, or training purposes. This is in addition to any permissions granted for onsite image use.

Where images are used for publicity—such as in brochures or publications—written consent will be securely retained until the images are no longer in use. Consent will be requested on a clearly defined basis (e.g. annually or upon a child's admission to the school), and all consent records will be stored securely.

If a parent or carer withdraws consent at any time, all relevant images will be promptly removed and securely disposed of, and the consent record will be updated accordingly.

1.3 Safety of imagery

All images and videos captured and processed by or on behalf of the school will be taken using school-issued equipment or via school platforms such as Microsoft Teams. Staff will receive guidance on the safe and appropriate use of images as part of their safeguarding training. All staff members, including volunteers, must ensure that any images in their possession are available for review and can be clearly justified.

Staff are only permitted to capture imagery on a personal device through the school's Microsoft platform Teams. By this means, imagery is automatically saved to the school platform rather than the device itself. Staff are reminded that imagery should only be captured by this platform for academic, co-curricular, or personal developmental purposes and consent must always be obtained before imagery is taken.

In certain circumstances, staff may wish to use personal equipment to capture images of school events—such as Sports Day, King's Week, or musical performances—where the quality of personal devices may exceed that of school-issued equipment. Where there is a clear and justified reason and following consultation with the DSL, permission may be granted for such requests.

Careful consideration is given before involving young or vulnerable children in photography or video recording, particularly where they may not fully understand or be able to question the purpose or nature of the activity. The school will engage with pupils in an age-appropriate manner to explain the use of images and ensure their understanding. A pupil's right not to be photographed is fully respected, and no images will be taken against their wishes. Furthermore, photography is strictly prohibited in sensitive areas such as changing rooms, toilets, and swimming facilities.

Professional photographers and the media are accompanied at all times by a member of staff when on The School premises. 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 instructions.

1.4 Publications and sharing of imagery

Images or videos featuring children will be selected with care to ensure appropriateness, including the requirement that children are suitably dressed. Such media will not contain content that could be misused or repurposed. The full names of children will not be published alongside images or videos on the school website, newsletters, social media platforms, or any other publications. Additionally, the school will not include personal contact details such as addresses, email addresses, telephone numbers in any videos, online content, printed materials, or promotional publications.

1.5 Use of pupil images for security and identification

All pupils are photographed on entering the school and, thereafter, as required. These photographs identify the pupil by name, year group, and date of birth.

CCTV is in use on the school premises and will sometimes capture images of pupils. Images captured on The School CCTV system are used in accordance with the Privacy Policy and CCTV System and Surveillance System Policy and any other information or policies concerning CCTV which may be published by the school from time to time.

2. The use of Imagery of Pupils by Others

2.1 Use of imagery by parents

Parents are permitted to take photographs or video recordings of school events for private use only. When doing so, they must remain mindful of others, including any health and safety considerations. The school reserves the right to restrict or prohibit photography and filming on health and safety, or safeguarding grounds.

Parents and carers may only take photographs or recordings within designated areas of the school, and under no circumstances is photography permitted in sensitive locations such as changing rooms, toilets, or swimming areas. The right to withdraw consent for image use is always respected, and any photography or filming on school premises is subject to scrutiny. Parents and carers are encouraged to contact the school's DSL if they have any concerns regarding the use of images. Furthermore, any photos or videos taken by the school and shared with parents must not be redistributed, including posting on social media platforms, as doing so may breach intellectual property rights, data protection legislation, and potentially place members of the school community at risk.

2.2 Use of imagery by pupils

The school will engage with children to discuss age-appropriate acceptable use rules regarding the use of cameras, including clear guidance on areas where camera use is prohibited, such as unsupervised spaces and toilets.

The use of personal devices, such as mobile phones, tablets, and pupil's own digital cameras, is addressed within the school's Acceptable Use, Mobile Phone and Behaviour policy. All staff will be informed of these acceptable use rules and will ensure that pupils are appropriately supervised when using cameras for official or curriculum-related purposes.

Staff members will model positive behaviour by encouraging pupils to seek permission before taking photographs. Any photos taken by children for official purposes will only be captured in accordance with the steps outlined in this policy. Furthermore, all images taken by children for official use will be carefully controlled and reviewed before being shared online or displayed on digital screens. Still and video cameras provided for use by children, along with the images captured, will remain within the setting and will not be removed.

3. The risks of school imagery online

The school recognises the significant risks associated with the uploading of images to the internet, particularly in relation to safeguarding, privacy, and the potential for misuse. Once an image is shared online, control over its distribution is effectively lost, making it vulnerable to unauthorised sharing, manipulation, or use in inappropriate contexts. This is especially concerning when images involve children, as they may be exploited or used without consent.

Additionally, the rise of artificial intelligence (AI) has introduced new risks, including the creation of AI-generated images that can be used to impersonate individuals, spread misinformation, or fabricate inappropriate or harmful content. These technologies can convincingly alter or generate images that appear real, increasing the potential for reputational damage, cyberbullying, or exploitation.

As such, the school is committed to educating pupils, staff, and parents about these risks and implementing robust policies to ensure that all imagery is handled responsibly, ethically, and in accordance with data protection laws.

Where there is a concern that school imagery has been misused either by parties within the organisation or by outsiders, the school will follow its safeguarding policy in conjunction with statutory and local guidance.