

Rathmore Primary School



Photographic and Video Images Policy

Date Ratified:	May 2026
Date of Review:	In line with the school's schedule for policy review.

This policy has been written following a consultation process, ratified by the Board of Governors and communicated to the school community as required. It will be monitored and reviewed as part of the school's policy review schedule.

Photographic and Video Images

Article 3

The best interests of the child must be a top priority in all decisions and actions that affect children.

For the remainder of this document the term 'image' will be used to describe all photographic and video imagery, both digital and in print.

As the use of images is becoming an increasing part of the school curriculum, this policy seeks to clarify issues surrounding the recording, storing and publishing of images at Rathmore Primary School.

In addition to the curricular demands of working with imagery, we believe that the responsible use of pupils' images can make a valuable contribution to the life and morale of the school. The use of photographs in school publicity materials can increase pupil motivation and help parents and the local community identify and celebrate the school's achievements.

We only use images that the Principal and Board of Governors consider suitable and which appropriately represent the range of activities the school provides and the values it adheres to.

Through this policy we aim to respect children and parents' rights of privacy and minimise the risks to which children can be exposed to through the misuse of images. The policy takes account of both data protection and child protection issues.

Under the terms of the General Data Protection Regulation 2018, all photographs and video images of children and staff alike are classified as personal data. This means that no image can be used for display or for school publicity etc., unless consent is given by or on behalf of the individual concerned.

Parental permission

All parents and carers will be asked to sign a consent form allowing their child to be photographed or videoed while taking part in school activities, and for the image to be used within the school as well as outside. This form will be issued to parents or guardians of all children at the beginning of the school year and will seek permission to record, store and publish the images for that year. This consent will be granted for the lifetime of the image.

Where parents or carers do not give their consent, then the children concerned will not have pictures taken of them. If a parent withdraws their permission for the use of images, they must contact the school office or class teacher in writing.

It is required that all parents grant consent for the images to be used with regards curricular activities that meet the requirements of the Northern Ireland curriculum and annual school photographs which are added to school computer records and sent home for purchase.

The permissions requested will include the internal use of images for curricular and extra-curricular activities, display purposes and staff training. Direct communication between the school and parents is in the form of the Seesaw App, which can be downloaded for use on phones and tablets.

Additionally, permissions will be requested for the use of images to be used externally. This may include the official school website and social media sites, direct correspondence with the parental body, documentation such as the school prospectus, and school marketing campaigns.

The third permission requested will cover the use of external agencies taking and using images, such as the local newspapers, TV companies, the EA and Department of Education or professional videographers for school performances.

Images in the Curriculum

The Northern Ireland curriculum recognises that the appropriate recording, storing, manipulating and publishing of images is an essential skill for pupils to learn and a major focus of the curriculum is dedicated to empowering pupils to do so responsibly. At Rathmore, we deliver the full curriculum and expect our pupils to leave P7 proficient in meeting these requirements. These images will be taken on school devices such as teacher iPads, school laptops and school iPads. All are passcode or password protected.

Our internal school database is updated periodically with a photograph of each pupil.

Digital images will be deleted from the school's internal resource library, whilst print versions will be destroyed or returned to the pupil.

Images for Internal Use

Images used for school purposes may include class charters, celebrating our pupils' birthdays and achievements and task boards. Occasionally the recording of lessons have been used as part of our staff development programme and review processes. Such footage will only ever be used in a school context and will not be used outside of the school unless subsequent permission is gained. When no longer needed, digital images for internal use will be deleted from the school's internal resource library. Any print copies will be returned to the pupil or destroyed.

Images and Videos for Direct Communication (Seesaw App)

The use of images in this context refers to the direct communication between the school and parents through the Seesaw App. This app creates a digital portfolio for each pupil and also serves as an instant communication tool, keeping you up to date with your child's learning and news/information about events in school.

The app can be downloaded in the Apple App Store or Google Play Store; you can also access it from your computer.

Each child will have their own learning journal and we will periodically add items such as photos, notes and videos about what your child is learning. When items are added you will be notified on your phone/tablet.

Your child's journal is safe and secure and can only be accessed by the school staff and you the parent. Journals on Seesaw are not public on the web and information from your child's journal is never shared with third parties. Photos and videos in your child's portfolio will focus mainly on them but may include other members of the class, year group or key stage. We trust parents will respect the privacy of all the children and not upload any photos onto social media platforms.

Images for External Communication

This includes internet use, school website, social media sites, parent newsletters, school prospectus and other brochures. These photographs are stored on the school network and used only for school purposes. In such publications, the use of the pupil's first name in accompanying the image will only be used if necessary. When the original digital images are no longer needed they will be deleted from the school internal resource library. It is understood that once published, the deletion of all imagery may not be comprehensive.

Images for use by External Agencies

Each year, we have occasion for local newspapers and/or TV companies to take photographs or recordings of special events in the school or celebrating the achievements of the Rathmore family. This may involve whole school photographs of a charity fundraising assembly to the football team winning the local league. These images are taken by agencies that will store and publish them accordingly. The school will ensure that at all times the images recorded are appropriate and that the pupils are supervised by staff.

If appropriate, additional permission will be sought, through consent forms, for other external agencies.

For special performances, the school hires a professional photographer or videographer to record the event and offer parents the opportunity to purchase a copy.

In these situations, where children's images might be made public, the school will endeavour to inform parents and carers of the event in advance and allow them to withdraw their child from the event if they so wish.

School Performances

We will allow video and photographic recordings of all school performances, as long as the parents or guardians of the children involved have given their consent. Any images taken by parents during school performances should not be published on the social media platforms.

Children and staff are not permitted to record any imagery on personal devices without prior permission from the Principal.