



Cobras AP Ltd – Photographic and Video Policy

Policy Statement

Cobras AP Ltd recognises that photography and video recording can play a valuable role in celebrating achievement, promoting our work, and documenting learning experiences. However, the safety, dignity, and privacy of our pupils, staff, and visitors must always come first.

This policy sets out how Cobras AP Ltd uses, stores, and manages images in line with our safeguarding, confidentiality, and data protection responsibilities.

Legal Framework

- UK General Data Protection Regulation (GDPR)
- Data Protection Act 2018
- Human Rights Act 1998
- Keeping Children Safe in Education (KCSIE)
- Safeguarding Vulnerable Groups Act 2006

Purpose of Taking Photographs and Videos

At Cobras AP Ltd, photographs and videos may be used for:

- Celebrating pupil achievement and progress
- Displaying work within the provision
- Educational evidence (e.g. ASDAN, coursework)
- Publicity materials (e.g. website, newsletters, social media)
- Recording events, sports, and performances

All image use will always be appropriate, respectful, and purposeful.

Consent

- Written parent/carers consent will be obtained before taking or using any photograph or video of a pupil.



- Consent will be sought on admission and renewed as needed.
- Pupils who are old enough to understand (typically 12+) will also be asked for their own consent in addition to parent/carer permission.
- Consent forms clearly explain the purpose of image use, how and where images will be stored, who will have access, and the right to withdraw consent at any time.

Storage and Retention

- All images will be stored securely on password-protected systems.
- Images will not be kept for longer than necessary and will be deleted or anonymised when no longer required.
- Printed photographs will be kept in locked cabinets if used in pupil files or displays.

Use of Images

Images are used only for educational, safeguarding, or promotional purposes. Photographs show pupils appropriately dressed and engaged in positive activities.

No personal details (e.g. full names, addresses) appear alongside photographs unless consent has been specifically obtained.

Group images are preferred over individual portraits where possible.

Use on Websites, Social Media, and Marketing

- Any image used online or in print will be selected carefully to ensure it cannot cause harm or embarrassment.
- Pupils will not be identified by full name in online content.
- No images will be shared on personal staff social media accounts.
- Only authorised staff with Director approval may post content on official Cobras AP Ltd platforms.

Staff Responsibilities

- Follow this policy at all times.
- Only use school devices for photography and not personal phones.
- Transfer photos to secure systems immediately and delete from devices.
- Report any concerns or misuse of images to the Designated Safeguarding Lead (DSL).

Visitors, Contractors, and External Professionals

Visitors (including press or contractors) must seek prior permission before taking any images on Cobras AP premises. They will be supervised at all times and must comply with this policy.



Pupils Using Cameras or Devices

- Pupils may use cameras or tablets only under staff supervision and for educational purposes.
- Pupils must never photograph or record staff or other pupils without consent.
- Images must not be shared on social media or messaging platforms.

Withdrawing Consent

Parents/carers or pupils may withdraw consent at any time by contacting Cobras AP Ltd in writing. Once consent is withdrawn, no new images will be taken or used, and any existing images will be deleted where possible.

Breach of Policy

Any breach of this policy will be investigated and may lead to:

- Removal of image use rights
- Disciplinary action (for staff)
- Behaviour sanctions (for pupils)
- Referral to external safeguarding agencies if required

Monitoring and Review

This policy will be reviewed annually, or sooner if legislation or practice changes. The Director and Designated Safeguarding Lead are responsible for monitoring compliance.

Last reviewed June 2025

