

Clifton College Photography Safeguarding Policy

Our community values seeing the achievements and daily life of our pupils through our website, news updates and social media channels, but we have a requirement to ensure the safeguarding of our pupils' images is maintained.

The College continuously reviews our photo and media protocols against the latest industry guidance. Following extensive sector research and training we have implemented several robust measures to minimise risk while retaining a vibrant, connected community.

Consent Framework

- Parent/carer consent is requested within our joining documents and reviewed annually. Parents have the right to grant or withdraw consent at any time by emailing marketing@cliftoncollege.com. This is the only way to change the consent.
- We maintain a central, up-to-date media consent log on our administrative system (Engage). Your child's pupil profile on Engage indicates their photography consent and all teaching staff have access to this. Separate lists or printed versions are discouraged to ensure up to date information.

Key Safeguarding Measures

To ensure pupil safety we have implemented the following safety measures:

- Website Protection: Images hosted on our official school website are digitally protected to prevent direct downloading by external users.
- Anonymised Social Media: No full names are published alongside pupil photos on social media. We have extended this to avoid first names where possible, using generic descriptors instead (e.g., "Year 9 pupil").
- Why this matters: Removing identifiable family names from images drastically reduces the risk of associating a child's face with specific personal details.
- Exceptions: when resharing posts from other organisations, where parents would have given them consent, or within specific video projects.
- Strict Marketing Protocols: Separate, elevated guidelines apply to formal marketing campaigns, prospectus photo shoots, or school films.
- Teachers select participating pupils thoughtfully.
- The central photo consent database is referenced.
- Parents are notified in advance of planned shoots and given a clear option to opt out. (We are hugely grateful for the overwhelming support and positive feedback received during our recent school film and photography projects).

Guidelines for Parents at College Events

Safeguarding is a partnership. We kindly ask that parents also exercise care when taking or sharing photos at events, sports fixtures, and performances:

- **Personal Use Only:** Photographs and recordings taken by parents at school events are for private family use only.
- **No Social Media Sharing:** Out of respect for other families' privacy and safeguarding preferences, parents must not upload images or videos containing other children to personal social media accounts.
- **Respect Requests:** If a school event is designated as a "no photography zone" (due to specific safeguarding requirements for certain children), we ask all parents to fully respect this.
- **Secure Storage and Device Protocols**
- **College-Owned Devices Only:** Staff are strictly prohibited from using personal mobile phones, cameras, or tablets to photograph or record pupils. Only official, password-protected school equipment is used.
- **Secure Cloud Storage:** Images are stored on secure, encrypted school servers with restricted staff access.

Contact Us

If you have any questions or concerns regarding our photography policy, please get in touch with:

- Designated Safeguarding Lead (DSL): safeguarding@cliftoncollege.com
- Marketing Department: marketing@cliftoncollege.com