School Website Image Safety Checklist

A practical review of pupil imagery and public website content.

Use alongside your school's safeguarding and data-protection arrangements. This is a review tool, not a compliance certificate.

1 Before publishing a photograph

- [ ] Does the image serve a clear purpose, and does the pupil need to be recognisable?
- [ ] Have faces, names, badges, displays and surrounding page information been considered together?
- [ ] Does this use match the school's permissions, lawful basis and any individual safeguarding restrictions?
- [ ] Would wider framing, an over-the-shoulder view or a detail of the activity achieve the purpose with less identification?
- [ ] Has the final image and its caption been checked by the person responsible for publication?

2 Check the public file

- [ ] Has unnecessary identifying metadata, including GPS information where present, been removed?
- [ ] Is the published file appropriately sized, and is the full-resolution original still accessible?
- [ ] If an image is replaced or removed, has its old direct file address also been checked?
- [ ] Where access is restricted, do the restrictions protect the image files as well as the page?

Review record

School / website _____

Reviewed by _____

Review date / next review _____

Activity-led does not mean anonymous. A natural classroom scene may still identify pupils. Resizing and restricted access can reduce exposure, but do not prevent copying or AI manipulation.

Keep the review going

Record the decisions, assign actions and agree when to review again.

3 Review existing content

- [ ] Check the homepage and current pages, older news, galleries and downloadable documents.
- [ ] Flag outdated images and pupils who have left for the school to consider replacing or removing.
- [ ] Confirm whether each image still needs to be public; check duplicate uses and known file links.
- [ ] Record the pages and files reviewed, agreed actions, responsible people and next review date.

4 People and publishing arrangements

- [ ] Brief staff and external photographers on the intended use, image policy and individual restrictions.
- [ ] Explain uses and audiences to families and pupils, with a clear route for concerns or objections.
- [ ] Where consent is the lawful basis, explain withdrawal. Check other permissions and opt-outs with the school's data-protection lead.
- [ ] Consider social media separately and make sure staff know how to report suspected misuse.

If an image is misused
Contact the safeguarding lead promptly and follow school procedures. Do not forward harmful material or create new copies of suspected sexual images of children. Seek police advice on handling evidence already received.

Pupil Image & Website Review

WH Collective can review agreed public pages and files and provide prioritised recommendations. Discuss a review with WH Collective.

Schools remain responsible for their safeguarding decisions, lawful basis and image-use arrangements. Sources: UK Safer Internet Centre; ICO school photography advice; UKCIS incident guidance (England).