

Safeguarding & Image Anonymisation

Protecting children's identities online is no longer optional. But not all image anonymisation solutions are built the same way. Before selecting a provider, schools, trusts and safeguarding teams should ask the following questions.

01

Will our images be used to train AI models?

Children's photographs should never become training data.

Ask:

- 👁 Are uploaded images used to improve or train your AI or any third-party AI?
- 👁 Can you guarantee our images will never be used for model training?
- 👁 Is this guarantee written into your contract or terms?

What to look for

You want "No" for the first answer and "yes" for the next two!

02

Where are children's images processed?

Understanding where images are processed is critical for GDPR compliance and safeguarding.

Ask:

- 👁 Which countries process our images?
- 👁 Do any images leave the UK or EEA?
- 👁 What safeguards exist for international transfers?

What to look for

Transparent answers and documented data-processing arrangements.

03

Who can access our images?

The fewer people who can access pupil images, the better.

Ask:

- 👁 Can your staff view uploaded images?
- 👁 Are third-party providers involved?
- 👁 How is access controlled and audited?

What to look for

Strict access controls and minimal third-party involvement.

04

Do schools retain ownership of their images?

Schools should always remain in control of their photography.

Ask:

- 👁 Who owns the original images?
- 👁 Who owns the anonymised images?
- 👁 Do you or any third party claim any rights to use uploaded content?

What to look for

Full ownership remains with the school.

05

What information is changed within the image?

Not all anonymisation methods work the same way.

Ask:

- 👁 Are only facial features changed?
- 👁 Are uniforms, branding, logos or signage altered?
- 👁 Can text and school branding be affected?

What to look for

Protection of identity while preserving the authenticity of the image.

06

Can we continue using our images for marketing?

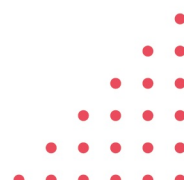
Schools invest heavily in photography for admissions, marketing and websites.

Ask:

- 👁 Are processed images suitable for websites, prospectuses and social media?
- 👁 Will the images still reflect our school's culture?
- 👁 Will parents and prospective families notice a difference?

What to look for

Images that remain authentic and suitable for all school communications.



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07

How consistent are the results?

A solution may work well on one image but poorly across a large image library.

Ask:

- 👁️ How does the system perform across hundreds of images?
- 👁️ Is manual correction required?
- 👁️ What quality assurance processes are in place?

What to look for

Reliable, predictable outputs at scale.

08

How easy is your solution to implement?

Even the best safeguarding technology needs to fit within busy school environments.

Ask:

- 👁️ How quickly can we get started?
- 👁️ What training is required?
- 👁️ What support is included?

What to look for

A straightforward implementation with clear onboarding and ongoing support.

09

What security standards do you follow?

Children's photographs should be treated as highly sensitive data.

Ask:

- 👁️ How are images encrypted?
- 👁️ How long are files retained?
- 👁️ What happens after processing?

What to look for

Strong encryption in transit and at rest, documented retention policies and secure deletion procedures.

10

Was this solution built specifically for schools?

General-purpose AI tools may not meet the unique needs of education.

Ask:

- 👁️ Was this designed for schools and trusts?
- 👁️ How does it support safeguarding requirements?
- 👁️ Which educational organisations currently use it?

What to look for

A provider with deep understanding of education and safeguarding.

11

Can you provide GDPR Documentation?

Claims of compliance should be backed by evidence.

Ask:

- 👁️ Can you provide GDPR documentation? (for example ICO Registration)
- 👁️ Do you offer a Data Processing Agreement?
- 👁️ Can you explain your lawful basis for processing?

What to look for

Clear, documented answers rather than marketing claims.

12

Why should we trust your solution?

Because trust is ultimately what procurement teams are buying.

Ask:

- 👁️ What experience do you have working with schools?
- 👁️ How do you demonstrate your safeguarding expertise?
- 👁️ What independent advisors or organisations support your approach?

What to look for

A provider that combines technical excellence with recognised safeguarding expertise, transparency and a clear commitment to protecting children.

