

Kildangan NS

Taking or Using Images and Photos Policy

Introduction:

Photographs or recorded images are defined as personal data, and therefore may come within the scope of the Data Protection Acts 1988-2003.

This school policy wishes to clearly explain what images of children will be collected and processed, and how these images will be used by the school. Parents need to be aware of this policy and must give their written consent for their child's images to be used by the school.

Code of Good Practice:

Kildangan National School will adhere to the following code of good practice:

1. Recorded images will only be made, kept and used where there is a valid reason for doing this:
 - Use on the school website
 - Use in the yearly calendar
 - Use in a school newsletter/brochure
 - Use in a yearly school report
 - Retain in our school archives
 - Transfer to local newspapers for use in a piece celebrating a school event.
2. Recording of images will be adequately supervised as would any other activity.
3. Pupils and their parents will be informed about the taking of photographs and their written consent will be sought for image retention and use. This process is called 'informed consent'.
4. Pupils and their parents should be informed as to how and where images will be used.
5. Images should only be used for the purpose(s) agreed.
6. Images should only be used in the intended context and should not be used out of context.
7. In general, individual pupils should not be identified, with the exception being where they are being publicly acknowledged for an award/achievement.
8. For publicity purposes, group photos are preferable to individual ones. Where this includes a school website, brochure, newsletter, calendar etc, the school is aware that parental consent can be withdrawn at any time for the use of their child's images, so it must be possible for the school to take down relevant images if necessary.

9. Photos of children must:
 - Ensure that all pupils are appropriately dressed.
 - Ensure that images do not contribute to or expose children to embarrassment, distress or upset.
 - Use images that represent the diversity of pupils participating in any given activity or setting.
 - Do not use images of pupils who are considered vulnerable or whose identity may require protection.
10. Permission to take and use images of pupils is requested as part of the school enrolment process. However a parent/guardian has the right to withdraw this consent at any time.
11. Images should be carefully and securely stored in accordance and with the consent attached or cross referenced.
12. Images should only be passed on to third parties for their use where this has been explicitly agreed in writing as part of the consent process. A parent/guardian should have to 'opt-in' to elect to have their child's images transferred to third parties, such as a local newspaper.

Using photos on the school website:

The school realises that the internet is a public, accessible and largely unregulated media. Any decision to post images on the school website takes account of this.

Any images posted to the school website will:

- Avoid using pupils' names in photograph captions.
- Will only be posted with written consent from a parent/guardian to use the image of their child.
- Will use images that depict an activity or group context, rather than individual pupils.

Other People Taking Photos of Children at School Events:

It is important to state that any photos or videos taken by parents for personal, family or recreational purposes do not come under the Data Protection Acts. Accordingly, the Data Protection Acts do not apply.

Parents are invited to school events by school authorities. They are permitted to take photographs or videos for private, personal use only. They are not permitted to upload photographs or videos of other people's children to any website, where they can be viewed by others. This applies particularly to social media sites such as Facebook.

Images taken by pupils:

Photos and videos taken by students of other students will not come within the Data Protection Acts as these laws do not apply to personal data kept by an individual for personal or family affairs, or for recreational purposes. However, the school has a role to play in helping students to develop a

respectful and appropriate attitude to the internet, social media and their mobile devices. It must also seek to maintain a nurturing school environment which is respectful and safe for all.

In circumstances where children take photographs or videos of each other, the following rules apply:

- Images should only be taken with the knowledge and consent of those involved.
- No images should be taken which could give rise to embarrassment or distress.

Please see the School's Mobile Phone & Electronic Games Policy for more detail.

Copyright:

Ownership of copyright rests with the photographer (or their employer). Images are not owned by the individual whose image is recorded. Permission to use images owned by a photographer is by prior agreement with the copyright holder.

Roles and Responsibilities

All staff share in the co-ordination and implementation of this policy.

Evaluation

This policy is monitored on an ongoing basis and will be reviewed on an annual basis.

Implementation

This policy will be implemented from the 12th May, 2015.

This policy was ratified by the Board of Management of Kildangan NS on the 11th May, 2015.

Signed: _____

Chairperson of the Board of Management