September '21

Safe use of Photographs & videos Policy

SCOIL MHUIRE

LACKEN

Introduction

This policy applies to the use of photographs in school publicity materials, on the school website, classroom displays, school newsletter and press.

This policy reflects the consensus of opinion of the Board of Management, Staff, Parent body & pupils of Scoil Mhuire Lacken.

Rationale

This policy was formulated in accordance with current Data Protection Legislation and Child Protection Guidelines

When publishing images in school publicity materials, on the school website and in the press the school must comply with the requirements of:

- Data Protection (Amendment) Act 2003
- The Data Protection Act 1998
- Video Recordings Act 1989

Relationship to the Characteristic

Scoil Mhuire Lacken seeks to help the children to grow and develop into healthy, confident, mature adults, capable of realising their full potential.

We want our school to provide a safe, friendly, effective and stimulating educational environment where the principals of respect, truth, fairness and equality are promoted. It is based on respect for oneself and for others and for the world in which we live.

Aims

1. To add colour, life and interest to articles promoting school activities and initiatives.

2. To help parents and the local community to identify and celebrate the schools' achievements.
3. To increase pupil motivation and staff morale.
4. To promote a sense of community spirit within the school.
5. To ensure that the right to privacy of children, staff and parents is respected.
6. To ensure that all photographs published are in keeping with the school Child Protection Policy.
7. To ensure that all photographs published are in keeping with the Catholic ethos and philosophy of the school.

Guidelines for Taking Photographs

- ✓ Staff are permitted to take digital/video images on **school equipment**, to support educational aims e.g. for classroom displays or projects/ website posts. There are two I pad assigned to classes for this purpose.

- ✓ Photographs should be stored securely and used only by those authorised to do so.

- ✓ Staff should ensure that image files are appropriately named and **will not use students' names in image file names.**

- ✓ When taking digital/ video images teachers should ensure that the students are appropriately dressed and are not participating in activities that might bring the individual or the school into disrepute.

- ✓ Digital images/ video images should not be manipulated or amended, for example, using a "cut & paste" facility. However, it is acceptable to crop an image.

- ✓ Students/ parents should not take, use, share or publish images without consent.
- ✓ If local press visits the school for special occasions, e.g. starting school, graduation, achievements and rewards, it is the school's policy that names are withheld from the press release.

Guidelines for Publishing Photographs on the school website

- ✓ School Authorities will seek the consent of parents regarding the use of pupil images on the School Website.
- ✓ Parent consent forms will be retained by the school in individual pupil files.

- ✓ A class record of parental consent/ non consent will be supplied to all class teachers in September of each year.

- ✓ Parents may at any time withdraw their consent/ non consent for the use of pupil images and digital recordings in school publicity materials, on the school website and in the press. Any such request must be made in writing to the school Principal.

- ✓ Photographs of pupils or staff should not be published on the school website after they leave the school, without their consent.

- ✓ Pictures to be published on the school's website, or elsewhere, which include pupils will be selected carefully and will comply with good practice guidance on image use
- ✓ When publishing digital images/ video images on the school website teachers should be mindful of the way pupils and staff may appear. Digital Images/ video images which are likely to cause embarrassment to

a pupil or staff member, now or at a future date, should not be published on the school website.

- ✓ Pictures to be published on the school's website should try to focus on group activities, rather than photos of individual children.

- ✓ Personal details (including the name) of any child or adult in a photograph will not be used in association with the photograph (including in the accompanying text or the photograph caption).

- ✓ If the full name of a pupil is used in a text published on the school website, a photograph of that child will not be used to accompany the article.

- ✓ Where photographs are taken at an event attended by a large crowd e.g. during the St. Patrick's Day Parade or at a sporting event, this is regarded as a public area so it is not necessary to get the permission of everyone in a crowd shot before publishing the image on the school website.

Guidelines for Taking Photographs at School Events

Parents are not required to comply with the Data Protection Act when taking photographs of their children, for their own private use, at an organised event.

When hosting a school event where parents are permitted to take photographs or videos the school will;

- ✓ Make it clear that any images taken must be for private use only. i.e. not for sharing on Social media platforms etc.
- ✓ Inform parents that Data Protection legislation may be contravened if photographs or videos taken at a school event are placed on the internet

- ✓ An announcement will be made at the start of events to provide guidance for parents.

Guidelines for taking photographs at events hosted by a third party.

When an event is hosted by a third party, e.g. an Taisce (Green Schools) or Cumann na mBunscoil (sporting events) it is up to the host (An Taisce or Cumann na mBunscoil) to decide if they wish to allow parents to take videos or photographs at the event.

The organisers of the event (eg. An Taisce or Cumann na mBunscoil) should explain to parents and/or staff how images taken by the organisers are to be processed, the purpose for which they will be used, and to get any necessary consent e.g. permission to publish images on the An Taisce Website.

Images taken on behalf of the school

On occasion, official commercial video films of children may be recorded e.g. videos of school concerts. The school also arranges for a professional photographer to take class photographs and individual pupil photographs.

Where a commercial photographer is used, the following guidelines apply;

· Commercial video films may only be recorded or professional pupil photographs taken with the permission of the School Principal.

· Commercial photographers will be required to comply with Data Protection Legislation.

· The school will inform parents that a commercial photographer will be in attendance in school or at an event.

· The school will inform parents of the purpose of taking the commercial digital/ video images and how the digital/ video images will be used.

· The school will ensure that pupils are fully supervised by a staff member at all times while the commercial/ professional photographer is present.

The Press

- ✓ The use of photographs in newspapers and magazines is already subject to strict guidelines through the Code of Practice of the Press Council of Ireland.
- ✓ Press photographers should get the permission of the school principal before visiting the school.
- ✓ The school will ensure that pupils are fully supervised by a staff member while a press photographer is present.
- ✓ For any press pictures, the school requests that "pupil's names are withheld by request of the school.

Re-use of Images

- ✓ Photographs or videos published on school publicity material, school newsletter and/or the school website may not be copied and/or re-used by staff, parents or others for any purpose other than that for which they were intended without consent. All children's work and images remain copyright of Scoil Mhuire Lacken.
- ✓ Data Protection legislation may be contravened if photographs or videos published on school publicity material and/or the school website are copied and/or re-published for any purpose other than that for which they were intended without consent.

Concerns

- ✓ If parents have any concerns about inappropriate or intrusive photography at a school event, they should report their concerns to the School Principal (or to a Staff member if the Principal is not present)

- ✓ If a parent or child, wishes to have a photograph removed from the school website, prospectus etc. at any time, they should contact the school Principal.
- ✓ When a press image has been captured the data controller for that image is the media concerned and not the school. Therefore, parents will need to make any objections to that organisation and not the school.
- ✓ Concerns regarding a breach of Data Protection Legislation should be reported to the Data Protection Commissioner.

Success Criteria

1. Photographs are published in school publicity materials, on the school website and in the press in accordance with this policy
2. Parent Consent forms are collected and retained in individual pupil files
3. The aims set out will be fulfilled
4. Positive feedback will be received from pupils, staff members, parents and the wider community.

Communication

The policy will be made available to parents on the school website and copies will be made available to parents at any time on request

Timeframe for the Implementation of the Policy

This was discussed at the Board of Management meeting in 15/02/22

and the policy was ratified on 15/02/22

Timeframe for Review

This policy will be reviewed six months of the launch date and every three years thereafter, or as new guidance advice emerges.

Responsibility for Review

- Website co-ordinator
- School Principal

Signed: Thomas Gallagher **Signed:** Aoibhínn O'Neill

Chairperson of Board of Management **Aoibhínn O'Neill**

Date: 15/02/22