



## **School Policy Regarding the Safe Use of Photographs/Videos/Digital Content-**

**St. Paul`s S.N.S. Marley`s Lane, Drogheda, Co. Louth.**

**Roll No. 19678T**

### **Introduction**

This policy applies to the use of photographs, videos and digital content(created in G Suite for Education by staff/students) in school publicity materials, in the press, on the school website/class websites and other digital platforms that the school deems useful for educational purposes e.g. Class Dojo.

This policy reflects the consensus of opinion of the Board of Management, Staff, Parent Association of St. Paul`s S.N.S.

It was drawn up in a consultative process involving the Board of Management, Staff, Parent Association of the School in March/April of 2020.

### **Rationale**

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

When publishing images and videos in school publicity materials, on digital platforms that the school employs 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

### **Aims**

1. To increase pupil motivation and staff moral.
2. To increase the digital presence of the school.
3. To help parents and the local community to identify and celebrate the schools' achievements.
4. To add colour, life and interest to articles promoting school activities and initiatives.
5. To equip students with 21st century digital citizenship skills.
6. To promote a sense of community spirit within the school
7. To ensure that the right to privacy of children, staff and parents is respected.

8. To ensure that all photographs, videos, created digital content published are in keeping with the school Child Protection Policy
9. To ensure that all photographs/videos/digital content published are in keeping with the ethos and philosophy of the school.

### **Guidelines for Taking Photographs/Videos**

- Each classroom has access to iPads/Laptops/Digital cameras as required.
- Staff are permitted to take digital/video images on school equipment to support educational aims e.g. for classroom displays or projects
- 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/video 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. Exceptions to this for educational purposes should be sought from the Principal.
- Students must not take, use, share or publish images of others without consent.

### **Guidelines for Publishing Photographs on digital platforms**

- School Authorities will seek the consent of parents regarding the use of pupil images on the School Website/Class Websites and other digital platforms deemed educationally useful.
- 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 digital platforms used by the school such as the school website/class websites, 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/created digital content on the school website or class websites 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 any digital platform used by the school.

- Pictures to be published on the school's website/class websites and digital platforms should try to focus on group activities, rather than photos of individual children, if at all possible.
- 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/class 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. 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**

It is up to school management to decide if they are to allow videos or photographs to be taken by parents during school events such as School Concerts or Award Ceremonies.

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
  - 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 should be made at the start of events to provide guidance for parents.

### **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 eg. During/after Confirmation.

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 Board of Management.
- 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 teacher at all times while the commercial/ professional photographer is present.

### **Re-use of Images**

- Photographs or videos published on school publicity material and/or the school website/class websites/digital platforms 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.
- 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/class website/digital platform 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/class websites/digital platforms used by the school 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.

### **Timeframe for Review**

This policy will be reviewed every three years or sooner should it be necessary.

### **Responsibility for Review**

- School Principal
- School Digital Team

### **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

## **Ratification**

*Peter Darcy*  
Chairperson

*Mary Stephenson*  
Principal

Date: 01.05.2020