



All Saints' National School

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Policy for the Safe Use of Photographs and Videos

Introduction

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

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

All Saints' National School 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

- To add colour, life and interest to articles promoting school activities and initiatives.
- To help parents and the local community to identify and celebrate the schools' achievements.
- To increase pupil motivation and staff morale.
- To promote a sense of community spirit within the school.
- To ensure that the right to privacy of children, staff and parents is respected.
- To ensure that all photographs published are in keeping with the school Child Protection Policy.
- To ensure that all photographs published are in keeping with the school ethos.

Guidelines for Taking Photographs

- The school is equipped with a digital camera and devices such as I pads which have camera applications.
- Staff are permitted to take digital/video images on school equipment, to support educational aims.
- Photographs should be stored securely and used only by those authorised to do so.
- Students must not take, use, share or publish images of others without consent.
- Photographs may be used as part of educational projects and digital learning activities.

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 stored in the office.
- 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..

- 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.
- 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.

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 including social media.
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) it is up to the host (An Taisce) to decide if they wish to allow parents to take videos or photographs at the event.

The organisers of the event (eg. An Taisce) 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, 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 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.
- The professional photographers will be required to comply with relevant Garda Vetting procedures.

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 approaching pupils in the school to take photographs.
- The school will ensure that pupils are fully supervised by a teacher while a press photographer is present.
- The Press is exempt from the Data Protection Act, but they have to consider parental wishes if they are allowed to take photographs from which a child can be identified.
- All Saints' National School will seek parental consent before providing names of children to accompany photographs published in newspapers and magazines.

Re-use of Images

- Photographs or videos published on school publicity material 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.

- 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 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 at any time, they should contact the 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

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

Review

This policy will be reviewed in 2020 and as the need arises thereafter.

Communication

Copies of the policy will be distributed to the parents of all pupils currently enrolled in the school and thereafter this policy will be circulated as part of the enrolment information pack.

The policy will be made available to parents at any time on request

Ratification

This policy was ratified by the Board of Management on 12th December 2019

Linda Dunne
Chairperson

Andrea McAssey
Principal

Date:12/09/19