



Ratified by BOM November 2019

## **Policy on Taking/Using Images and Photographs**

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

### **Rationale**

Our school's aim is to provide a safe, happy, effective and stimulating environment where the principles of respect, fairness and equality are protected.

Therefore, this policy was formulated in order to inform parents/guardians regarding the collection and processing of images/photographs of their children and the use to which these images will be put. In relation to all these matters the school will fully comply with all Data Protection guidelines.

Whereas images/photographs do add colour and life to articles promoting school activities, helping parents and students to celebrate achievements and creating a community spirit in the school, the right to privacy of students and parents is paramount and must be respected. All images/photographs published therefore will be in keeping with Data Protection legislation, the school's Child Protection Policy and the general ethos and principles of the school.

### **General Guidelines on Taking/Publishing Images/Photographs**

1. The school will seek the consent of parents regarding the use of student images/photographs in all publicity materials. Such consent will be provided in the Student Journal each year. Parents may at any time withdraw their consent. Any such request must be in writing to the Principal.
2. Care will be taken when selecting images/photographs to be published so as to comply with good practice guidance on image use.
3. Images/Photographs to be published will try, in as far as possible, to focus on group images rather than the individual.
4. Personal details will not be used in association with the image selected.

### **Images/Photographs taken on behalf of the school**

The following will apply:

1. Commercial Photography Companies will be obliged to comply with Data Protection Legislation.
2. The school will inform parents that a commercial photography company will be in attendance in school or at an event.
3. Students will be supervised.



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## **The Press**

1. Press personnel must have the permission of the school before approaching students to take photographs.
2. Students will be supervised at all times.
3. Press personnel are obliged at all times to consider parental wishes.

Note: When a press image has been captured, the data controllers for that image is the media, not the school.

## **Re-Use of Images**

Photographs/Images/Videos published on School publicity material/website may not be copied or reused.

## **Concerns of Parents**

If parents have any concerns about inappropriate or intrusive photography at the school, or wish to have an image removed, they should report the matter to the Principal.

## **Implementation of Policy**

December 2019

## **Review of Policy**

Once a year.

Approved By Board of Management: \_\_\_\_\_

Signed: \_\_\_\_\_  
Chairman B.O.M