



# The Taking & Using of Images of Pupils in our School.

Scoil Mhuire,  
Ballymore Eustace,  
Co. Kildare.

The aim of this policy is to clearly outline when and how images (photographs and videos) will be taken and how and when they might be used. This policy will also outline who has permission to take such photographs and the manner in which the pupils in our school might be identified in the photographs taken. This policy will also outline the instances in which pupils' class work may be displayed (e.g. school website / Twitter). Photographs and recorded images are defined as personal data and therefore come within the scope of the Data Protection Act 1998-2003 and form part of Scoil Mhuire's Data Protection Policy.

### **Considerations to be followed.**

- Recorded images should only be made, kept, and used where there is a valid reason for doing this.
- Recording of images should be adequately supervised as would any other activity.
- Pupils and their parent/guardian should be informed in advance if and when images will be taken, and their written consent should be sought for image retention and use. Scoil Mhuire will spell this out very clearly so that the parent/guardian understands what processing will be involved. This process is known as 'informed consent'.
- 'Informed Consent' will be requested upon enrolment to Scoil Mhuire. At this instance, clear guidance will be given as to the manner of photographs to be taken of pupils while attending our school.
- Pupils and their parent/guardian should be informed as to how and where images will be used.
- Images should only be used for the purpose(s) agreed.
- Images should only be used in the intended context and should not be used out of context.
- In general, individual pupils should not be identified, with the exception being where they are being publicly acknowledged (e.g., an award, performance, achievement) for which informed consent has been given in writing by a parent/guardian.
- For publicity purposes, group photographs are preferable to individual ones. Where the "publicity purpose" includes a school website, prospectus, brochure, yearbook, newsletter, class dojo, etc.
- Scoil Mhuire is aware that parental/guardian consent can be withdrawn at any time for the use of their child's images, so it must be possible for the school to take down/delete the relevant images if the parental/guardian consent is withdrawn.
- Ensure 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.

- Permission to take and use images of pupils can be requested as part of the school enrolment process. However we are aware that a parent/guardian has the right to withdraw this consent at any time.
- Refusal of consent should not in any way limit a pupil's participation in school activities.
- Where images are kept for future use, relevant names, dates and other contextual information should be stored with them as well as copies of the signed consent for their usage.
- Images should be carefully and securely stored in accordance with security and storage and with the consent attached or cross referenced.
- Images should only be passed to third parties for their use where this has been explicitly agreed in writing as part of the consent process. A parent/guardian has to "opt-in" to elect to have their child's images transferred to third parties rather than an "opt out" option.

## Consent

Consent will be sought in our school before photographs of our pupils will be taken. Informed consent is a process whereby participants are informed and asked for their permission or agreement prior to taking photographs or recording images. Individuals should be informed of:

- the purpose(s) the image will be used for, and
- the people/bodies to whom it might be transferred.

Individuals will be asked for their prior written consent. Where images may be used for a variety of purposes (e.g., documenting, promoting or celebrating through press coverage, websites, prospectuses etc.), consent for such purposes and/or in a variety of settings (e.g., reports, public media, or websites) should be obtained on an "opt-in" basis.

Consent will be sought from parents/guardians on the school enrolment form. This consent will be kept on file in the school. Consent will also be sought from staff members as their photos may also be used. Consent of both parents (where possible) must be obtained. In the case of either parent not granting consent, then we, the school, will treat it as if consent has not been granted.

Consent does not need to be sought in the event of a press photographer attending the school as the Press Association is exempt from the Data Protection Act. However Scoil Mhuire will alert parents and staff as to the purposes of the photos taken and we will request consent if necessary. If any parent should object to the publication of a taken photograph, then, any objections should be made to the media organisation and not the school. (The media organisation becomes the data controller once an image has been captured).

Pupils will not have permission to take photographs of other children or teachers in the school for their own private use or for uploading on social media sights. Consent for such photographs will never be granted.

### **School Website / Twitter Account.**

We have a regularly updated school website which contains images and on occasion school work of the pupils. The school also has a Twitter Account which is used to announce recent news or events and may also contain pupil images. We in Scoil Mhuire are aware that the publication of child images with their names on the internet poses a risk to the Health and Safety of the child(ren). To this end parental consent will be requested before such images will be uploaded to our website or Twitter account. To avoid potential misuse of photographs, consideration will be given to the following;

- Avoid using pupils' surnames in photograph captions.
- Ensure that written parental/guardian permission to use an image of their child where the child is under 18 years has been granted.
- Only use images of pupils in suitable dress to reduce the risk of inappropriate use.
- Certain activities present a much greater risk of potential misuse. It is preferable to use images that depict an activity or group context, rather than a particular pupil.
- Consider the age of pupils when deciding what is appropriate.
- Develop a procedure for reporting the use of inappropriate content or images to help reduce the risks to children and young people.

### **School Events**

Along with other occasions when images may be taken of the pupils in our school, consent will be requested for the taking of and using of images (photos and videos) at school events such as school concerts, plays, sacraments, matches, sporting events and award presentations. These images will only be used on our school website or Twitter account and will not be distributed elsewhere. In the event of such images being used for any other purpose (e.g. promotional DVD), specific consent will be requested.

Parents do not need to comply with the Data Protection Act at such events when taking images of their children or other children, for their own personal use. There is no breach of the Act where parents have been invited to an organised event and the images are for their own family or private use. Permission will be granted by Scoil Mhuire at such events, for the taking of images of children. However school authorities will clearly outline at these events that images should only be used for private use and should not be published elsewhere so as to breach the Act.

## Photographs & Digital Images of Students

It has become customary to take photographs of students engaged in activities and events in the interest of creating a pictorial as well as historical record of life in our school. Some of these photos may be stored on a school database.

Photographs/digital images may be published on our school website, on Twitter or Class Dojo or in similar school related productions. In the case of such productions, student surnames will not appear as a caption to the picture. Our school website and Twitter page are used as a means of helping parents, children and visitors to our school obtain information about Scoil Mhuire. It contains class-work, art-work and photographs of different school events. These photographs may include events such as the follow.

Christmas Concerts  
School Matches  
Church Sacraments  
Medal Presentations  
Class Work  
Dress- up days

Sports Day  
In-school leagues  
School Booklets  
Music Performances  
Class Activities  
Important Visitors

**It is important to stress that at no time will reference be made to any pupil's full name, age and/or address. It is also important to stress that at all times the strictest consideration will be given to the Data Protection Act 1998-2003 and also to our Data Protection Policy when taking and using images of the pupils in our school. Further consent will be sought by Scoil Mhuire on occasions where external organisations wish to use photographs of children in our school.**

### **Consent (tick one only)**

1. If you are happy to have your child's photo/digital image taken as part of school activities and included in all such records tick here.
2. If you would prefer not to have your child's photo / image taken and included in such records, please tick here.

**Name of child:** \_\_\_\_\_

**Teacher:** \_\_\_\_\_ **Room No.** \_\_\_\_\_

**Signed** \_\_\_\_\_ **(Parent / Guardian)**

**Signed:** \_\_\_\_\_ **(Parent / Guardian)**

**Date:** \_\_\_\_\_

It is both important and necessary that both parents (where possible) give consent to ensure Scoil Mhuire is not in breach of the Data Protection Act 1998-2003.

**Ratification**

Signed on behalf of the Board of Management by

\_\_\_\_\_

Mr. John McCarville (Chairperson)

\_\_\_\_\_

Date

\_\_\_\_\_

Mr. Alan Hobbins (Principal)

\_\_\_\_\_

Date