

Photographic Images Policy



Sacred Heart Primary School
Dundrum

(Updated 2016)

Positive publicity and use of images of children to celebrate success and achievement is an important part of everyday life in Sacred Heart. Photographs of staff and pupils will be used responsibly and in a way that reflects the protective ethos of the school, taking into account the legislative requirements and at all times respecting the rights to privacy of children and staff.

N.B The use of any photographic or recording equipment including mobile phones is forbidden by unauthorised persons.

Photographic images include:

Video and digital photography, camera phones, CCTV, media (film and newspapers) and webcams.

Before taking a photograph we will:

- Give parents/ carers an opportunity to complete our digital images consent form, when the child is admitted to school, to opt out of use of individual photographs for many of the purposes listed in this policy.
- Each year as part of a standard communication, ask parents if they wish to change their permission. If they do, encourage them to contact the Principal.
- Ensure all children are appropriately dressed.
- Avoid where possible naming young people using first name only.
- All images will be used in their intended context. We shall not allow pictures to be used out of context or for political reasons.
- We shall not to use the photograph to illustrate sensitive or negative issues.
- Regularly review stored images and delete unwanted material.

When a parent does not agree to their child being photographed, staff will be informed and every effort will be made to be comply sensitively.

Newspapers and other Publications

On occasions the school may wish to place photographs of children in the local newspapers or other publications. These will usually be times when the pupils or the school is promoting sporting or academic success and even boosting their self-esteem. Please inform us if you wish your child to be exempt from this.

Mobile Phones

We do not allow children to carry or use mobile phones in the school. Mobile phones can be used by some children to tease and bully others via text messages and more seriously to share inappropriate images. There is also an untested perceived risk to children using the phones and the school does not wish to be the cause of our children's ill-health at any time. Children will be able to ring home when they have forgotten something or in an emergency using the school phone. Teachers, parents & children should also be aware that many public organisations (i.e. Leisure Centres) which the school might use from time to time prohibit the use of cameras and mobile phones.

School Website

The school website (www.sacredheartdundrum.co.uk) is contributed to by all members of staff and the Principal constantly scrutinises all content added. Many photographs will be used to show the history of the school, the achievements of the children and to highlight many of the fun times children experience at the school.

Address and phone numbers of pupils are never released.

We feel that a photographs are appropriate especially in cases where a child has won a prize or an award. We shall endeavour to use pupils' Christian names only. Most of the photographs will be of groups of children.

PARENTS

The appropriate recording of children's images by parents / carers.

The school will record school plays, presentations and the annual Christmas show. These may be sold to parents for a small fee to boost school funds. Many parents/carers may wish to have their own souvenir of their child's performance.

It is only fair to allow parents to record images of their children. However, please follow our guidelines set out in this policy:

- Limit the photographs as much as possible to their own child;
- No photographs can be taken in the swimming pool;
- Be aware that other parents/carers may disapprove of their child being photographed by another parent;
- The school reserve the right to monitor the use of cameras and anyone behaving inappropriately.

Making and Storing Digital and Video Images

All digital and video images will be stored on the main server in the school, and except in cases where children are using images as part of their work, can only be accessed by members of staff. Only a certain amount of photos (which depict a history of the school) will be eventually kept in a private folder and some will also be held on the school website.

All other images will be deleted from the system on an annual basis.

This policy will be monitored and updated annually.