



**Greystones Community National School**

Greystones Rugby Club,  
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Co Wicklow

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## Greystones CNS Photography/Video Policy

### **Introduction**

Children's photographs add colour, life and interest to articles promoting school activities and initiatives. Making use of photographs for publicity materials and to promote the school in the press can increase pupil motivation and staff morale as well as help parents and the local community identify and celebrate the school's achievements.

However, photographs must be used in a responsible way. Schools need to respect children's and parents' rights of privacy and be aware of potential child protection issues.

At Greystones CNS every reasonable effort will be made to minimise risk by following the guidelines detailed in this document and by securing parental consent for the use of photographs/video.

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

This policy reflects the consensus of opinion of the staff and Single School Manager. Its implementation is the responsibility of all staff and the Single School Manager. Parents and visitors will be made aware of this policy.

### **Child Protection**

In the event of the inappropriate use of children's photographs the Principal will inform the Child & Family Agency and / or the Gardai.

### **Data Protection Act 1998 and 2003**

Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998 and 2003. Therefore, using such images for school publicity purposes requires the consent of either the individual concerned or in the case of pupils, their legal guardians. Greystones CNS will not display images of pupils or staff on websites, in publications or in a public place without such consent. The definition of a public place includes areas where visitors to the school have access.

Where photographs are taken at an event attended by large crowds, this is regarded as a public area so it is not necessary to get permission of everyone in a crowd shot. The Data Protection Act does not apply to photographs or films taken for personal use by family and friends.

## **Appropriate Use of Images in School Publicity Materials**

The staff of Greystones CNS will:

- Ensure that images are stored securely and used only by those authorised to do so.
- Ensure that electronic images are stored on a secure network to which members of the public do not have access.
- Not use an image of a child who is subject to a court order.
- Not use photographs of children or staff, who have left the school, without their consent.
- Ensure that children are appropriately dressed.
- For website or publication purposes not use photographs containing a single child.

## **School Website**

The advice for using photographs/video on a website is no different from their use in any other kind of publication or publicity material. The school will seek the consent of parents regarding the use of images on the Internet. Children's full names will not be included in photographs of children published on the school website and pictures containing just an individual child will not be used.

## **The Press**

The use of photographs in newspapers and magazines is already subject to strict guidelines. The Press Council of Ireland's Code of Practice states that:

- Print and online news media shall take particular care in seeking and presenting information or comment about a child under the age of 16.
- Journalists and editors should have regard for the vulnerability of children, and in all dealings with children should bear in mind the age of the child, whether parental or other adult consent has been obtained for such dealings, the sensitivity of the subject-matter, and what circumstances if any make the story one of public interest. Young people should be free to complete their time at school without unnecessary intrusion. The fame, notoriety or position of a parent or guardian must not be used as sole justification for publishing details of a child's private life.

Greystone CNS will not provide names of children to accompany photographs published in newspapers and magazines without parental consent.

## **Filming Events**

It is usual for parents to take photographs and videos of children at school events such as school plays and sports days. We would ask parents who do this not to share pictures/videos of our pupils on social media.

On occasions, commercial video films may be made of children at school, on educational visits and performing in school productions. The school will inform parents where arrangements have been made for a commercial photographer to film such an event.

Where a commercial photographer is used, the school will follow these guidelines:

- Schools should provide a clear brief about what is considered appropriate in terms of content and behavior.
- Schools should let parents and children know that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films and photographs.
- Schools will not allow unsupervised access to children or one-to-one photo sessions without parent in attendance.

If children or parents have any concerns about inappropriate or intrusive photography, they should report them to the principal who would report them in the same manner as any other child protection concern.

If schools or parents have concerns regarding the use of filmed images by television companies they should contact the ComReg (Commission for Communications Regulation – [www.comreg.ie](http://www.comreg.ie)).

## **Camera Phones in Schools**

Concerns have been expressed about the risks posed directly and indirectly to children through the use of camera phones on school premises. In order to minimise risk at Greystones CNS:

- Staff will only use mobile phones in office areas, the staff room or areas away from the children while school is in session.
- Visitors will be advised of the ban on the use of camera phones in school and, wherever possible, will be accompanied by a member of staff during the duration of the visit.
- Children who bring a mobile phone on to the school premises hand their phone to their teacher at the beginning of the school day and collect it at the end of the school day. (Older classes only)

## **Parental Consent**

Greystones CNS will seek the consent of parents / guardians regarding the use of photographs of children. There will be a section for parents to give consent on the school enrolment/admission form completed prior to enrolment.

Ratification and Communication

This policy was ratified by the Single School Manger on \_\_\_\_\_ (date)

Signed \_\_\_\_\_ Single School Manager                      Date \_\_\_\_\_

Signed \_\_\_\_\_ Principal    Date \_\_\_\_\_

Review Date \_\_\_\_\_

