



A Policy on
Photographic and Video Images
(June 2016)

Article 3
(UNCRC)

“The best interests of the child must be a top priority in all decisions and actions that affect children.”

For the remainder of this document the term ‘image’ will be used to describe all photographic and video imagery, both digital and in print.

As the use of images is becoming an increasing part of the school curriculum, this policy seeks to clarify issues surrounding the recording, storing and publishing of images at Rathmore Primary School and Nursery.

In addition to the curricular demands of working with imagery, we believe that the responsible use of pupil’s images can make a valuable contribution to the life and morale of the school. The use of photographs in school publicity materials can increase pupil motivation and help parents and the local community identify and celebrate the school’s achievements.

We only use images that the Principal and Board of Governors consider suitable and which appropriately represent the range of activities the school provides and the values it adheres to.

Through this policy we aim to respect children and parents’ rights of privacy and minimise the risks to which children can be exposed to through the misuse of images. The policy takes account of both data protection and child protection issues.

Under the terms of the Data Protection Act 1998, all photographs and video images of children and staff alike are classified as personal data. This means that no image can be used for display or for school publicity etc., unless consent is given by or on behalf of the individual concerned.

Parental permission

All parents and carers will be asked to sign a consent form allowing their child to be photographed or videoed while taking part in school activities, and for the image to be used within the school as well as outside. This form will be issued to parents or guardians of all children at the beginning of the school year and will seek permission to record, store and publish the images for that year. This consent will be granted for the lifetime of the image.

Where parents or carers do not give their consent, then the children concerned will not have pictures taken of them. If a parent withdraws their permission for the use of images, they must contact the school office in writing.

It is presumed that all parents grant consent for the images to be used with regards curricular activities that meet the requirements of the Northern Ireland curriculum and annual school photographs which are added to school computer records and sent home for purchase (currently 'Cool for School Photography').

The permissions requested will include the internal use of images for curricular and extra-curricular activities, display purposes and staff training. Direct communication between the school and parents is in the form of the Seesaw App, which can be downloaded for use on phones and tablets.

Additionally permissions will be requested for the use of images to be used externally. This may include the official school website and social media sites, direct correspondence with the parental body, documentation such as the school prospectus, and school marketing campaigns.

The third permission requested will cover the use of external agencies taking and using images, such as the local newspapers, TV companies, the EA and Department of Education or professional videographers for school performances.

All pictures taken will be appropriate, and will show children properly clothed for the activity they are engaged in. The school will do all it can to ensure that due sensitivity is shown in the choice and composition of these images.

Below, we will outline these four areas in greater detail:

Images in the Curriculum

The Northern Ireland curriculum recognises that the appropriate recording, storing, manipulating and publishing of images is an essential skill for pupils to learn and a major focus of the curriculum is dedicated to empowering pupils to do so responsibly. At Rathmore, we deliver the full curriculum and expect our pupils to leave P7 proficient in meeting these requirements. These images will be taken on school devices such as digital cameras or iPads and stored securely on the Department of Education's C2K system, school laptops and encrypted harddrives. Both are protected through strict access controls, offering high levels of security.

Each year, we update our school database SIMS with a recent photograph of each pupil. This photograph is taken by a company (currently 'Cool for School Photographs') who then offer you the opportunity to purchase the photograph in a variety of options. The photographs are used in no other context.

All images taken for curricular purposes will be disposed of once the pupil has left school. Digital images will be deleted from the C2K system and associated harddrives, whilst print versions will be destroyed or returned to the pupil.

Images for Internal Use

Images used for school purposes may include class charters, celebrating our pupils' birthdays and achievements and task boards. Over the last few years, the recording of lessons has been used as part of our staff development programme and review processes. Such footage will only ever be used in a school context and will not be used outside of the school unless subsequent permission is gained. When no longer needed, digital images for internal use will be deleted from the C2K system and

associated harddrives. Any print copies will be returned to the pupil or destroyed responsibly, when redundant.

Images for Direct Communication (Seesaw App)

The use of images in this context refers to the direct communication between the school and parents through the Seesaw App. This app creates a digital portfolio for each pupil and also serves as an instant communication tool, keeping you up to date with your child's learning and news/information about events in school.

The app can be downloaded in the Apple App Store or Google Play Store; you can also access it from your computer.

Each child will have their own learning journal and we will periodically add items such as photos, notes and videos about what your child is learning. When items are added you will be notified on your phone/tablet. Parents can like and add comments on the entries.

Your child's journal is safe and secure and can only be accessed by the school staff and you the parent. Journals on Seesaw are not public on the web and information from your child's journal is never shared with third parties. Photos in your child's portfolio will focus mainly on them but may include other members of the class as we work in a very busy learning environment. As this is a busy classroom environment and we wish to give you a true reflection of school life your child's image will appear in other children's portfolios. In addition we will also use Seesaw to share small group or class photos/news. We trust parents will respect the privacy of all the children and not upload any photos onto any social media website.

Images for External Communication

The use of images in this context refers to how the school may use images for self-directed promotional activities. This includes internet use, such as official school website and social media sites, and in print, such as parent newsletters, the school prospectus and other brochures. These photographs are stored on the school network and used only for school purposes. In such publications, the use of the pupils name in accompanying the image will only be used if necessary and in keeping with the specific event. In such instances, parental permission will be sought before publishing. When the original digital images are no longer needed they will be deleted responsibly by being deleted from the C2K system and associated harddrives. It is understood that once published, the deletion of all imagery may not be comprehensive.

Images for use by External Agencies

Each year, we have occasion for local newspapers and/or TV companies to take photographs or recordings of special events in the school or celebrating the achievements of the Rathmore family. This may involve whole school photographs of a charity fundraising assembly to the football team winning the local league. These images are taken by agencies that will store and publish them accordingly. The school will ensure that at all times the images recorded are appropriate and that the pupils are supervised by staff.

For special performances, the school hires a professional photographer or videographer to record the event and offer parents the opportunity to purchase a copy.

Due to the recent successes of our school, the Department of Education has asked to record some of our lessons and group activities to share as good practice with other schools. As part of this, some pupils were recorded in class and interviewed individually.

As before, the school will ensure that at all times the safety and dignity of the pupil is our first concern. All pupils will be supervised and any images recorded will be appropriate.

In these situations, where children's images might be made public, the school will endeavour to inform parents and carers of the event in advance, and allow them to withdraw their child from the event if they so wish. Newspapers normally ask for the names of the children to go alongside the photographs; if parents or carers do not wish this to happen, then the school will not allow the individual to be photographed or filmed by the media concerned.

School performances

We will allow video and photographic recordings of all school performances, as long as the parents or guardians of the children involved have given their consent. The school will observe the way in which video recordings are made, and photographs taken, during performances, and will withdraw the right of anyone to bring a camera of any sort if they are felt to be making inappropriate images. Any images taken by parents during school performances should not be published on the internet.

Children and staff are not permitted to record any imagery on personal devices without prior permission from the principal.

This policy will be reviewed annually by the Board of Governors and revised as appropriate. This Policy should be read alongside our school Pastoral Care and Child Protection Policies. Any incidents of concern relating to this policy will be referred to the Chair of Governors through the Principal.

June 2016



Photographic and Video Images
Consent Form

Pupil's Name: _____

Date of Birth: _____

Class: _____

I have read the Rathmore Primary School Policy (available on the school web site or from the school office) on Photographic and Video Images and understand that appropriate recording, storing, manipulating and publishing of images is an essential element of the school curriculum. As such, I understand that my child's image will be recorded and used to fulfil the necessary curricular requirements.

In addition, I give permission for my child's image to be used for:
(Please tick as appropriate)

- Internal Use (such as school displays & staff training videos)
- Direct Communication (Seesaw App)
- External Use (such as promotional material for the school such as prospectus, website, etc)
- External Agencies (such as newspaper articles, Department of Education videos)

I understand that I can withdraw my consent at any time for any future images to be recorded by writing to the Principal.

Signed: _____

Date _____