



## **Photography Policy**

Schools need and welcome positive publicity. Children's photographs add colour, life and interest to photographs of the school activities and initiatives. Making use of photographs in school publicity materials can increase pupil motivation and staff morale and help parents and the local community identify and celebrate the school's achievements. Photographs, however, must be used in a responsible way. Schools need to respect children's and parents' right of privacy and be aware of potential child protection issues.

### **CHILD PROTECTION ISSUES**

Risk can occur when individual pupils can be identified in photographs. Providing the name and the photograph of a pupil in a publication or on a website allows for the possibility of people outside the school identifying and then contacting pupils directly.

The School has a Child Safeguarding Statement and Risk Assessment. Parents, children and other adults who are aware of any abuse/inappropriate contact with children that may be connected with publicity material should report this immediately to the Principal/Designated Liaison Person.

### **APPROPRIATE USE OF IMAGES**

Carbury School adopts the following guidelines when using the photographer of children in school publicity materials, including use of images / names on the school website, newsletters, displays:

1. Teachers will not identify children by name in photographs displayed, in particular when they are provided for publication. The principal will make an informed judgement about what constitutes publication.
2. Only photographs of children appropriately dressed are used.  
This normally means school uniform. e.g. a pupil winning a competition or a photograph of 'Junior Infant Class 2022', may be published in the local/national newspaper. Care is taken when using photographs of children participating in sports activities. We do not use photographs of children participating in swimming events.
3. We never use the image of a child who is known to be the subject of a court order.
4. Providing parental consent is secured, there is no breach of the Data Protection Act in simply passing on a child's name to a journalist. If the school / parents are concerned that a newspaper has used the photograph and name of a child inappropriately, they should contact the Press Complaints Commission.
5. **WEBSITES** – When using photographs on websites, the school follows the same rules as other publicity materials. We do not name individual children and identify them in photographs.
6. Pupils must not be approached or photographed while at school without the permission of the school principal.

## 7. PARENTS FILMING / TAKING PHOTOGRAPHS

Parents or other spectators may want to photograph or video at an event such as sports day or the performance of a service or an assembly. This is a valuable part of school life and can be very rewarding for both the family and school.

The school reserves the right to ask parents/visitors not to take photographs of children / use videoing equipment if it disrupts an event or the school feels the images may be used inappropriately. Parents are asked to respect the views of others.

## 8. PARENTAL CONSENT

Carbury School respects the right of parents / guardians to withhold consent from their child's / children's photographs being used in school publicity materials.

Should parents **not** want their child's / children's photographs used in the way described in this policy, they should inform the school. Otherwise it will be understood that the policy has been read and accepted and consent has been given.

## 9. Review / Ratification

Parents are provided with a consent form at the beginning of each academic year to indicate whether or not you wish your child's / children's photographs to be used in the way described in this policy.

This policy was initially ratified in April 2008. It was reviewed by the Board of Management in October 2021 and again in October 2022. The policy will be available in the school office and on the school website.

Signed: Linda McMahon Date: 20<sup>th</sup> October 2022  
Principal

Derek Whitcyr  
Chairperson of the Board of Management