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|  | **New Ross Educate Together National School**  **Barrett’s Park, New Ross, Co. Wexford**  **Tel: 0539105070**  [office@newrossetns.ie](mailto:office@newrossetns.ie)  www.newrossetns.ie  **Roll no 20458m** |

**Filming and Photography Policy**

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## 

## School Details:

Name: New Ross Educate Together National School

Address: Barrett's Park, New Ross, Co. Wexford.

Telephone: 0539105070

Email: office@newrossetns.ie

Roll Number: 20458m

Principal: Elaine French

The school day starts at 8.30 and finishes at 1.10 for infant classes and 2.10 for all other classes.

# Introduction

The Filming and Photography Policy provides guidance for visitors and staff of New Ross Educate Together National School on taking and using appropriate images. This policy is not about preventing parents/guardians and supporters from taking pictures, but rather to ensure that only those who have a right to take photographs do so. This policy is designed to promote safeguards for any photographic or filming/video activity to minimise the risk of inappropriate taking and use of images.

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.

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.

# Definitions

**Event:** may include any activity organised by New Ross Educate Together National School

**Image:** refers to all photographic and film/video footage.

**Responsible person:** may include staff members and volunteers

**Students:** refers to all students of New Ross Educate Together National School

# Permission to take images

Permission is sought by New Ross Educate Together National School to ensure that students and parents/guardians are aware of when and how their images may be used.

Permission can be obtained through:

* Individual permission where permission is sought for a single or specific event and has not been sought generally through the school admission form or any other means – an individual permission form is provided in **Appendix 1**
* General permission granted through the completion of admission form at the time of school enrolment.
* For third party photographers, film/videographers or other organisations employed to take images each person must complete the Self-Declaration Form, provided in **Appendix 2.**
* For any other person wishing to use photographic devices at events they must first register their intention to do so with the school. A template Registration Form is provided in **Appendix 3.**

# Parents/Guardians Filming / Taking Photographs

Parents/Guardians or other spectators may want to photograph or video at an event such as sports day or the performance of a school play 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/guardians/ visitors not to take photographs of children or 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.

## Announcement at events regarding taking and the use of images

New Ross Educate Together National School should ensure the following announcement is read out at the start and during an event to ensure everyone is clearly aware of the need to register:

“All persons wishing to take photographs or film footage at this event must first register with New Ross Educate Together”

If a company/person has been authorised by completing the Self Declaration Form the following should be included in the announcement:

“(Name of company) has been authorised to take photographs of individuals in accordance with New Ross Educate Together Filming and Photography Policy.”

# 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 parents, children 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 or Designated Liaison Person.

## Taking images in certain environments

New Ross Educate Together National School and third party photographers, film/videographers or other organisations shall ensure that images are not taken in such environments considered inappropriate irrespective of any permission sought. In certain cases it may be an offence to take such images. Taking images using any type of equipment is banned in an area where people are changing or would normally expect their privacy to be recognised.

Examples of such areas would include (but not exhaustively)

* Changing rooms
* Toilets

Flash Photography is prohibited in an environment where any performance may be affected or there is the potential for its use to cause harm to the young person.

# Types of appropriate images

Only photographs of children appropriately dressed are used. Care is taken when using photographs of children participating in sports activities. We do not use photographs of children participating in swimming events.

Only appropriate images of children should be used, for example:

* Posed images such as during medal ceremonies, presentations or team shots where young people must be wearing t-shirt and shorts/tracksuits
* Action shots of young people where the focus is on the participation in the sport, not the athlete
* Images of children should not be taken where the pose is inappropriate e.g. open legs; bending over from behind, etc.

# Safe use of images

Images can be taken for a variety of purposes, including for administration or personal use, publicising the school or aiding skill development.

## Types of images and appropriate use:

* **Personal images** – images taken by parents/guardians or other family members during an event as a celebration of a young person’s attendance or achievement. This includes the use of a professional photographer, with permission, taking images for the personal use of those attending. Other people may be included in an image and we expect parents/guardians and other family members to respect this by not distributing images publically.
* **Skill development images** – these are images or footage taken during a school day or during an event specifically to aid the young person in the development of a skill or technique e.g. through the digital portfolio Seesaw. We expect these images to be taken by a teacher, volunteer or student only these images may be used as examples of technique or mastery of a skill for teaching/coaching purposes and should not be distributed outside this specific use.
* **Media images** – these are images taken by an individual from the media, i.e. TV, newspaper or professional photographer where the images are to be used for publicity or promotion of the event or future events.
* **Administration images** – these are images taken for general administration purposes; including images used for identification cards, competition entries and could also include images that form part of an archive record.

# Appropriate use of images.

New Ross Educate Together National School adopts the following guidelines when using the photographs of children in school publicity materials, including use of images / names in the general media, on the school website, social media, newsletters, and displays:

### General Media

On some occasions, e.g. a child winning a competition or team playing in a tournament, or a photograph of ‘Junior Infants ’, the local / national newspaper may wish to publish a photograph with the accompanying children’s names. By signing the consent form on admission parents or guardians are giving the school permission to name their child.

Staff must ensure that press are made aware of the School Policy and that the Photographer complies with the School Policy.

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.

Pupils must not be approached or photographed while at school without the permission of the school authorities.

### School Website & Social Media

Where Images of students are used on the school website and social media the person responsible for posting an image must be aware oi the potential for an image to be used inappropriately.

The following safeguards must be in place to protect students:

* + Personal details of a young person should not be included
  + Captions should be in keeping with the activity represented
  + The posting and any purpose should not breach the codes of conduct
  + The type of image should not breach guidance in this policy

By signing the consent form on admission parents or guardians are giving the school permission to post images of their child to social media or the school website respectively.

### Displays

Teachers will not identify children by name in photographs displayed, in particular when they are provided for publication unless permission has been previously granted by parents or guardians. The principal will make an informed judgement about what constitutes publication.

New Ross Educate Together National School will never use the image of a child who is known to be the subject of a court order.

### Storage of Images

Storage includes any image stored as a hard copy and/or electronically as a soft copy. This includes images on social media, photographic archives, individual personal databases e.g. personal cameras, phones, etc.

How personal images are stored is the responsibility of parents/guardians with their child/young person.

All other images should only be stored for defined and intended purposes e.g. duration of school life, promotion, and/or archiving.

* If storage of images is required the images must only be stored for the length of time for which they are needed
* If possible, avoid using the names of children, or any other identifying feature
* Once images are no longer required they must be properly destroyed.
* Digital images stored on computer systems need to be fully deleted, including deletion from the cache memory and/or temporary files.
* Images stored for school archives will be stored in a secure manner e.g on the school hard drive or password protected cloud storage.

## Implementation and Review

The policy will be reviewed and evaluated from time to time. On-going review and evaluation will take cognisance of changing information or guidelines, national management bodies, legislation and feedback from parents/guardians, students, staff and others.

The policy is due for review biannually and is next due for review in in March 2020.

This policy was adopted by the Board of Management of New Ross Educate Together National School on the 15 March 2018. Implementation of the policy will be monitored by the Principal of the school.

Signed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_15/3/2018\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Chairperson BOM

Signed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_15/3/2018\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Principal/Secretary to the Board of Management

# Appendix 1: Individual Permission Form

# Appendix 2: Self-Declaration Form

# Appendix 3: Registration Form