

1 FILMING AND PHOTOGRAPHY POLICY

1.1 INTRODUCTION

The Filming and Photography Policy provides guidance for visitors and staff of Kilcolgan 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.

1.1.1 DEFINITIONS

Event: may include any activity organised by Kilcolgan 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 Kilcolgan Educate Together National School

1.2 PERMISSION TO TAKE IMAGES

Permission is sought by Kilcolgan 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:

General permission granted through the completion of admission form at the time of school enrolment. This is periodically renewed.

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.

For third party photographers, film/videographers or other organisations employed to take images each person must complete the Self-Declaration Form, provided in **Appendix**.

1.3 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. The Data Protection Commission have a very good [article](#) about the taking of photos at school events.

1.3.1 MEDIA PHOTOGRAPHY AT EVENTS

Where the media are present to take footage at an event e.g. a concert, parents will be notified at the beginning of the event so that they can approach a member of staff or the photographer, should they feel uncomfortable with this.

1.4 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 as Designated Liaison Person.

1.4.1 TAKING IMAGES IN CERTAIN ENVIRONMENTS

Kilcolgan 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 and 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.

1.4.2 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.

1.5 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.

1.5.1 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, identifying children with medical needs and could also include images that form part of an archive record.

1.5.2 APPROPRIATE USE OF IMAGES

Kilcolgan 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:

1.5.2.1 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.

1.5.2.2 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 of 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.

1.5.3 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 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.

It is currently the practice at Kilcolgan Educate Together to retain photographs from past pupils on the website, should they wish to revisit their memories at KETNS. However images can be removed on request.

1.6 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 2023.

This policy was adopted by the Board of Management of Kilcolgan Educate Together National School on the 5th March 20201. Implementation of the policy will be monitored by the Principal of the school.

Signed: 
Chairperson
John Burke

Confirmation of Declaration (*tick boxes below*)

I agree that the information provided here may be processed in connection with my role and I understand that any role may be withdrawn or immediate dismissal from the role I provide if information is not disclosed by me and subsequently come to the organisation's attention.	<input type="checkbox"/>
I agree to inform the organisation within 24 hours if I am subsequently investigated by any agency or organisation in relation to concerns about my behaviour towards children or young people.	<input type="checkbox"/>
I understand that the information contained on this form and information supplied by third parties may be supplied by Kilcolgan Educate Together to other persons or organisations in circumstances where this is considered necessary to safeguard other children.	<input type="checkbox"/>

I declare that the answers I have given above are complete and correct to the best of my knowledge and I will inform Kilcolgan Educate Together of any changes.

Signature: _____

Print Name: _____

Company: _____

Date: ____/____/____