



Presentation Community College, Terenure.

Image Use Policy

Official use of Images/Videos of Students by the College

All images taken by the college will be used in a manner respectful of the eight Data Protection Principles.

This means that images will be:

- fairly and lawfully processed
- processed for limited, specifically stated purposes only
- used in a way that is adequate, relevant and not excessive
- accurate and up to date
- kept on file for no longer than is necessary
- processed in line with an individual's legal rights
- kept securely
- adequately protected if transferred to other countries

The Data Controller and Management team is responsible for ensuring the acceptable, safe use and storage of all camera technology and images within the college. This includes the management, implementation, monitoring and review of the College Image Use Policy.

Written permission from parents or guardians will be obtained before images/videos of students are electronically published by the college.

Written parental consent will be sought to take and use photographs offsite for professional, marketing and training purposes. This may be in addition to parental permission sought for onsite images.

Written consent from parents will be kept by the college where student's images are used for publicity purposes (such as brochures or publications), until the image is no longer in use.

Parental permission will be sought on admission to the college.

The use of Cameras and Images within the College

A record of all consent details will be kept securely on file. Should permission be withdrawn by parents/guardians at any time, then all relevant images will be removed and disposed of and the record will be updated accordingly.

Images will not be kept for longer than is to be considered necessary. A designated member of staff (Data Controller) will ensure that all photographs are permanently wiped from memory cards computer hard and portable drives or other relevant devices once the images will no longer be of use.

All images will remain on site at all times, unless prior explicit consent has been given by both Data Controller and the parent or guardian of any student(s) captured in any photograph. Should permission be given to take images off site, all relevant details are to be recorded, for example who, what, when and why and data will be kept securely (e.g. with appropriate encryption).

The Data Controller reserves the right to view any images taken and/or to withdraw or modify a member of staffs' authorisation to take or make images at any time.

Any memory stick, CD or storage device containing images of student to be taken offsite for further work will be suitably encrypted and will be logged in and out by the Data Controller and monitored to ensure it is returned within the expected time scale.

Images or videos that include students will be selected carefully when used online and will not provide material that could be reused.

Student's full names will not be used on the website in association with photographs.

The college will not include any personal addresses, emails, telephone numbers, fax numbers on video, on the website, in a prospectus or in other printed publications.

The college will only use images of students who are suitably dressed.

Student's work will only be published with their permission or their parents' consent.

Staff will receive information regarding the safe and appropriate use of images.

All members of staff (including volunteers) will ensure that all images are available for scrutiny and will be able to justify any images in their possession.

Only official college owned equipment (e.g. work provided digital or video cameras) will be used by staff to capture images of students for official purposes. Use of personal cameras by staff is prohibited at all times.

Any apps, websites or third party companies used to share, host or access student's images will be risk assessed prior to use. The college will ensure that images are held in accordance with the Data Protection Act and suitable child protection requirements (if necessary) are in place.

The college will discuss the use of images with students and young people in an age appropriate way, as required.

Images will not be taken of any student against their wishes. A student's right not to be photographed is to be respected.

Photography is not permitted in sensitive areas such as changing rooms, toilets, swimming areas etc.

Photographs will be disposed of should they no longer be required. They will be returned to the parent or guardian, deleted and wiped or shredded as appropriate. Copies will not be taken of any images without relevant authority and consent from the Data Controller and the parent/guardian.

Use of Photos/Videos by Parents/Guardians

Parents/guardians are permitted to take photographs or DVD footage of events for private use only.

Parents/Guardians are only permitted to take or make recording within designated areas of the college. Photography is not permitted in sensitive areas such as changing rooms, toilets, swimming areas etc.

The opportunity for parents/guardians to take photographs and make videos can be reserved by the college on health and safety grounds.

Parents and guardians who are using photographic equipment must be mindful of others when making and taking images.

The right to withdraw consent will be maintained and any photography or filming on site will be open to scrutiny at any time.

- Parents may contact the college Data Controller to discuss any concerns regarding the use of images.

Use of Photos/Videos by Students

The college will discuss and agree age appropriate acceptable use rules with student regarding the appropriate use of cameras, such as places student cannot take the camera (e.g. unsupervised areas, toilets etc).

The use of non-college provided devices e.g. mobile phones, student's own digital cameras, is prohibited.

All staff will be made aware of the acceptable use rules regarding student's use of cameras and will ensure that students are appropriately supervised when taking images for official or curriculum use.

Members of staff will role model positive behaviour to the students by encouraging them to ask permission before they take any photos.

Photos taken by students for official use will only be taken with parental consent and will be processed in accordance with the Data Protection Act.

Parents/guardians will be made aware that students will be taking photos/videos of other students and will be informed how these images will be managed by the college.

Photos taken by student for official use will be carefully controlled by the college and will be checked carefully before sharing online or via digital screens.

Still and video cameras provided for use by student and the images themselves will not be removed from the college.

Use of Images of Students by the Media

Where a press photographer is to be invited to celebrate an event, every effort will be made to ensure that the newspaper's (or other relevant media) requirements can be met. A written agreement will be sought between parents and guardians and the press which will request that a pre-agreed and accepted amount of personal information (e.g. first names only) can be published along with images and videos.

The identity of any press representative will be verified and access will only be permitted where the event is planned, and where press are to be specifically invited to attend. No authorisation will be given to unscheduled visits by the press under any circumstances.

Every effort will be made to ensure the press abide by any specific guidelines should they be requested. No responsibility or liability however can be claimed for situations beyond reasonable control, and where the college is to be considered to have acted in good faith.

Use of Professional Photographers

Professional photographers who are engaged to record any events will be prepared to work according to the terms of the CDETB Computer and Network Usage Policy.

Photographers will sign an agreement which ensures compliance with the Data Protection Act and that images will only be used for a specific purpose, subject to parental consent.

Photographers will not have unsupervised access to student and young people.

Use of Closed-Circuit Television (CCTV)

All areas which are covered by CCTV will be well signposted, and notifications are displayed so that individuals are advised before entering such vicinity.

Recordings will be retained for a limited time period only and for no longer than their intended purpose. This will generally be a maximum of 30 days. All recordings are to be erased before disposal.

If cameras record activities taking place on the premises which are of a criminal nature or give any cause for concern, then information will be referred to the appropriate agency.

CCTV camera usage will comply with the CDET B CCTV camera policy.

Use of Webcams

Parental consent will be obtained before webcams will be used within the college environment for curriculum or educational purposes.

All areas which are covered by webcams for security or safeguarding purposes will be well signposted, and notifications are displayed so that individuals are advised before entering such vicinity.

Recordings will be retained for a limited time period only and for no longer than their intended purpose. This will generally be a maximum of 30 days. All recordings are to be erased before disposal.

Approved by Board of Management on: 24th May 2016 for implementation at commencement of 2016/17 academic year.

Parental Consent for Image Letter Template

Dear Parent/guardian,

This letter explains why we need to ask for your consent before we are able to take photographs of your child during their time at Presentation Community College.

Generally photographs are a source of pleasure and pride. We believe that the taking and use of photographs can enhance the self-esteem of students and their families and therefore is something to be welcomed and appreciated.

We may take photographs for a number of reasons whilst your child is with us, including:

- documenting and recording educational activities
- recording their learning and development progress
- recording special events and achievements
- for assessment purposes

We will also encourage student to be active learners, and to become involved in using cameras themselves by taking photos of their surroundings, activities and of each other.

We do however recognise that with the increase use of technologies, particularly digitally and online, the potential for misuse has become greater and we understand that this can give rise to concern. We will therefore endeavour to put effective safeguards in place to protect student and young people by minimising risk.

We are mindful of the fact that some families may have reasons why protecting a child's identity is a matter of particular anxiety. If you have special circumstances either now or at any time in the future which would affect your position regarding consent, please let us know immediately in writing.

To comply with the Data Protection Act, we need your permission before we can photograph or make any recordings of your child. If your child is old enough to express their own view, you may want to consult with them about categories of consent, and we invite you to use this letter to explore their feelings about being photographed at the college.

Please read and complete the attached forms and do not hesitate to contact me should you have any queries.

Yours sincerely,

Principal

Parental Consent for Images - Conditions of Use

- This form is valid for the period of time your child attends the college. The consent will automatically expire after this time.
- We will not re-use any photographs or recordings after your child leaves the college without additional consent.
- We will not use the personal details or full names (which means first name and surname) of any child or adult in a photographic image, on video/DVD, on our website, in our prospectus or in any of our other printed publications.
- We will not include personal addresses, emails, telephone numbers, fax numbers on video, on our website, in our prospectus or in other printed publications.
- If we use photographs of individual students then we will not use the name of that student in the accompanying text or photo caption. If we name a student in any text then we will not use a photograph of that student to accompany the article.
- We may use group photographs or footage with general labels, such as ‘working on a project’.
- We will only use images of students who are suitably dressed.
- We will discuss the use of images with students in an age appropriate way to role model positive behaviour, as required.
- This consent can be withdrawn by parents/guardians at any time by informing the college in writing.

Please circle as appropriate	
May we use your child’s photograph/image in displays around the college?	Yes / No
May we record your child’s image or use videos for assessments, monitoring or other educational uses within the college? (these images or recordings will be used internally only)	Yes / No
May we use your child’s photograph/image in our prospectus and other printed publications that we produce for educational and promotional purposes?	Yes / No
May we use your child’s image on our website or other electronic communications?	Yes / No
May we record your child’s image for appropriate curriculum purposes?	Yes / No
Are you happy for your child to appear in the media e.g. if a newspaper photographer or television film crew attend an event organised by the college?	Yes / No
Are you happy for the college to print images of your child electronically	Yes / No

I have read and understood the conditions of use and I am also aware of the following:

- Websites can be viewed throughout the world and not just in the Ireland where Irish law applies.
- The press are exempt from the Data Protection Act and may want to include the names and personal details of student and adults in the media.
- I/we will discuss the use of images with our child/ren to obtain their views, if appropriate
- As the child’s parents/guardians, we/I agree that if we/I take photographs or video recordings of our child/ren which include other student then we will only use these for personal use.

Name of Child: _____

Date: _____

Parent/Guardian Name: _____(Block Capitals)

Parent/guardian’s signature: _____