



Policy Name: Use of Student Images	
Policy Code:	ED 11
Approved in:	February 2013
Next Review in:	February 2018
Cross References:	
<p>This policy should be cross-referenced with the following: Data protection policy, Child Abuse Reporting Policy (DES)</p>	

INTRODUCTION:

Including images of students in school newsletters, brochures, prospectus and websites can be a motivating opportunity for all students involved as well as providing an opportunity for promoting the work of students and staff within the school. There are many benefits to using images of students but care must be taken to balance this with the potential risks.

Particular care should be taken with the use of images for those students who are under 16 years of age. When assessing the potential risk for the use of images of students, the most important factor should be the potential for inappropriate use of images of children.

Aims:

This policy aims to provide guidance on the use of student images for publication as part of the Ministry's commitment to ensuring the safety of all learners.

Policy Statement:

The Ministry of Education requires that if an image of a student is to be viewed externally to the school, then parental permission should be obtained.

Schools are required to develop their own school level policy on student images, to bring into effect this Ministry policy.

A school policy on student images must:

- be based on the National Policy and the Ministry's supporting guidance documents;
- be developed collaboratively;
- take into account the indicators of good practice within the Ministry's supporting guidance documents;
- be approved by the Department of Education Services /Senior School Improvement Officers before implementation.



External Agencies

Where external agencies wish to use images of students, care should be taken to ensure that these agencies adhere to the same policy guidelines as the school, before any permission is granted for the use of an image.

If the image is to be used by an external agency then this must be made explicit to the parent/guardian in the parental consent form.

ROLES AND RESPONSIBILITIES:

The Ministry of Education will:

- establish national educational policy;
- ensure that all Ministry staff and other relevant stakeholders are aware of this policy, related guidance documents and procedures.

The Education Standards and Assessment Unit will:

- evaluate the effectiveness of the child protection policy within education, using the criteria set out in the *Handbook for the Evaluation of Educational Provision*;
- make recommendations for improvement;
- provide accurate and timely information to the Ministry on the effectiveness and quality of child protection policy within education in order to inform policy decisions.

The Department of Education Services (School Improvement Officers) will:

- monitor the use of this policy within their Learning Community;
- ensure school compliance with the policy on use of student images.

School leaders will:

- facilitate the development of their individual school's use of student images policy;
- ensure the effective implementation of the school policy on use of student images and all other national educational policies;
- monitor and review provision and practice in their schools.

School staff will:

- effectively implement the school's use of student images policy;
- use the Ministry's supporting guidance documents



GUIDANCE

When assessing the potential risk for the use of images of students, the most important factor should be the potential for inappropriate use of images of children. It is with this in mind that the following guidelines should be followed:

- If the student is named, avoid using their photograph, unless the purpose is to specifically to recognize the outstanding achievements of the student
- If a photograph is used, avoid naming the student, unless the purpose is to specifically to recognize the outstanding achievements of the student
- Consider using group photos rather than photographs of individual students, unless the purpose is to specifically to recognize the outstanding achievements of an individual student
- Always use photographs of students in suitable dress.
- Remember that the school facilities are used by external organisations after school hours and during school holidays. Images displayed on notice boards will be easily viewed. Care should be taken with any combined use of image and student name.
- Avoid referring to students by name alongside their image on a social media or web page, unless the purpose is to specifically to recognize the outstanding achievements of the student
- Avoid referring to students by name on video or television, unless the purpose is to specifically to recognize the outstanding achievements of the student
- Consider carefully any credits at the end of a film or broadcast to ensure that it is not possible to connect the name of the student with the character in the film. Do not use full names or do not link the full name of the student with the character, unless the purpose is to specifically to recognize the outstanding achievements of the student



Appendix I

Sample exemption form

Dear Parent / Guardian,

AtSchool we look to promote the excellent curricular and extra-curricular work that students produce. We believe that the use of a student’s image in an article, newsletter or video often has a motivational effect on the student.

Please note that images or video of your child may be used in various school related publications. These can include, but are not limited to flyers, newsletters, articles, webpage graphics and videos. The guidelines for the use of student images are outlined in our “Use of Student Images” Policy, which is attached for your convenience.

If you **do not** wish to have your child’s image used as outlined in the policy, please indicate below on the attached slip. Please note the following:

- By signing the slip below, you are indicating that **you do not wish** to have your child’s image used in any form of publication developed by the school.
- If you do not sign and return the form indicating you do not want your child’s image to be used, the school **may** use your child’s image in a school related publication.
- This form of exemption will be distributed at the beginning of each school year to provide parents with an opportunity to indicate their preference each academic year.
- If you have requested an exemption from inclusion in publications, you may request for your child to be included during the school year **in writing to the Principal**.

It would be much appreciated if you could complete the attached slip to exempt your child’s image from school related publications. If you have any queries please do not hesitate to contact the school.

Yours faithfully

Name of Student:_____ Homeroom:_____

I have read and understand all of the above and I request that my son/daughter’s image **cannot** be used.

Signature:_____ Name (please print):_____ Date:_____