

7.17 Consent to Use Photographs 2010 /2011

School personnel (staff and children) take a considerable number of photographs and quite a lot of digital video footage in the course of a school year. Most of these photos are topic related, used for a short period of time and then discarded.

- There has been a (largely unspoken) reluctance on the behalf of the school to use photographs of children in recent years in school publications (i.e. newsletters, the website, the year book and school promotional material such as the prospectus). This has been to respect the wish of some parents to be discreet about the location of their child's school, often for custodial or family reasons. We absolutely need to respect these wishes where applicable.
- However, where we can we would like to be more flexible in this area, and ascertain which parents would not like their child(ren)'s images used in this way.

We know that if school material is populated by photos of Parnell children doing interesting and exciting things that this heightens the appeal of the information to both parents and pupils because it is about people "we know and recognise.". We would envisage that children featuring in school generated material would appear in items that:

- acknowledged achievements by pupils (academic/ sporting and cultural successes)
- in photographs on the website engaged in a variety of school activities (usually un-named)
- in school publicity material such as the prospectus and promotional power-points also engaged in a variety of school activities.(un –named)
- in the annual school year book (sometimes named)

Please note that we are not seeking consent for news media to work with the children – in these instances the parent consent process is handled after a discussion of protocols with the media concerned.

If there are concerns in this area, and perhaps you want your child's identity protected, I would like parents to contact me in strict confidence so we can make up a list of children whose images will not be used in material as described above. Please address such letters to me personally.

Thank you for considering this matter.

Kind Regards

Gary Cain
(Principal)

First draft in August 2007