



Policy on Use of Pupil and Staff Images

Introduction

This policy applies to images of pupils, staff and members (parents/carers) of Jordanhill School, however captured, and all three groups are bound by the terms of the policy. In any circumstances where you are unclear as the appropriateness of an intended course of action, then you should seek guidance from a member of the senior management team.

1. Data Protection Act and Child Protection

1.1 Images of **individuals** held by the school will not be shared with others where this would appear to contravene the terms of Data Protection legislation without the consent of the individual or their parent/carer. That is, they will be treated like all other personal data.

1.2 Data may be shared with appropriate agencies when it is deemed appropriate by a member of the senior leadership team. For example, with the Scottish Government Education Department, the Police or other agencies.

1.3 Images will not be published or passed on in circumstances that might undermine child protection procedures.

2. School Publications and Events

2.1 This section applies to the prospectus, magazines, newsletters, e-bulletins, the Journal, the school web site, school promotional material, notice boards and information events for current, prospective or former parents or pupils, or any other similar activity.

2.2 The school reserves the right to use images/video that depict the collective life of the school in any of the above publications.

2.3 All images should be appropriate to the setting and should not be capable of misrepresentation.

2.4 Consent to use images as described above will be obtained on admission to the school. At any time an individual or their parent(s) may ask for an item to be withdrawn.

2.5 For school performances such as assemblies, concerts, sporting matches, school shows, parents may take photographs/video as a memento of the occasion but must not share through social media or share in any way that could cause upset, harm or be open to misrepresentation. On some occasions, the event leader may forbid photography/video to preserve the license of the show, to protect the privacy of an individual, and/or to prevent disruption to the event. In such cases, the event leader would make an announcement at the beginning of the event to explain the restrictions.



3. External Publications and Events

3.1 From time to time the school receives requests to use images in newspapers, journals, textbooks, websites and other publications.

3.2 Where the request relates to a group of pupils, then normal practice will be for all parents/carers to be advised in advance and provided with an opportunity to withdraw their child.

3.3 Where the request relates to one or a small number of pupils, then positive consent will be sought from parents/carers and/or pupils if aged 16 or over.

4. Breaches of Policy

4.1 This policy does not set out a list of dos and don'ts. Rather, its implementation requires judgement on the part of the individual. In dealing with breaches of the policy the school will take into account the capacity of the individual to exercise judgement (notably in relation to younger pupils), the seriousness of the breach, the extent of any harm caused and whether the action was deliberate or unintentional.

4.2 All pupils and staff have signed an **ICT User Agreement** and are expected to use existing or emerging technologies in an appropriate and ethical fashion at all times.

4.3 Specific guidance on the school's approach to **Anti-bullying** and **Cyberbullying** can be found in the respective leaflets on the web site.

4.4 All staff of the school, including temporary staff and student teachers, are required to abide by school policies and any breaches are dealt with under the terms of their conditions of service.

4.5 Breaches of this policy will be treated like all other forms of indiscipline under the terms of the school's policy on Behaviour Management.

5. Members (Parents/Carers)

5.1 Where the breach is not deemed to be serious, a member of the senior management team will offer guidance to the individual as to their future conduct. More serious breaches may be reported to the Board of Managers who have powers to restrict a member's access to the school and ultimately to remove them as a member. More serious incidents may also be reported to the Police or other agencies for action.

5.2 Members are accountable for the conduct of family, friends or other visitors whom they bring to school events.