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 **De la Salle College Macroom: Images Policy**

* Recorded images will only be made, used, and kept by the school where there is a valid reason for doing so.
* Recording of images will be adequately supervised as would any other activity.
* The intended use by the school of these images will be made clear to parent(s) / guardian(s) for students under 18, or to the student himself if over 18, so that they may provide informed consent. This consent will be on an “opt-in” rather than an “opt-out” basis.
* The written consent of parent(s) / guardian(s) will be obtained in advance as part of the school enrolment process. However, the school will make it clear that this consent may be withdrawn at any time without repercussion.
* For video recordings, a separate consent will be requested for each event, detailing:
	+ the purpose of the recording
	+ who will have access to the recording
	+ for how long the recording will be stored before deletion
* Passing of such video recordings to third parties will not be allowed.
* The consent of the pupil himself will not be presumed and no image will be taken should he demonstrate reluctance.
* Images will only be used for the purpose(s) agreed and in the intended context(s).
* At the time of making the image, pupils will be informed as to how, where and when it is planned to use that image.
* In general, individual pupils should not be identified, with the exception being where they are being publicly acknowledged (as in an academic award, sporting achievement etc.).
* For publicity purposes, group photographs will be preferable to individual ones. During the Covid-19 crisis, 2020 and onwards, participants in photographs will observe social distancing, irrespective of whether face coverings are being worn. Where the “publicity purpose” includes the school website, social media platforms, prospectus, newsletters, display in corridor etc. the school will take into account that parental/guardian consent can be withdrawn at any time and that in such an instance it must therefore be possible for the school to take down/delete the relevant image(s).
* The school will ensure that all pupils are appropriately dressed.
* The school will ensure that images do not contribute to or expose children to embarrassment, distress or upset.
* The school will attempt to use images that represent the diversity of pupils participating in any given activity or setting.
* Where images of individuals are archived for future use, relevant names, dates and other contextual information will be stored with them as well as copies of the signed consent for their usage. The images will be carefully and securely stored in an encrypted hard drive. Once transferred to this device, the image will be securely deleted from the device used to take the photograph.
* Images of individuals placed on the school website, Facebook or Twitter pages will be taken down within one year of the student having left the school unless such images form part of an archive of past school achievement.

**Ratified:28/01/2021**

**Signed:** 

**Chairperson of the Board of Management**