

South Newcastle Federation

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Photographic Policy Update

16th May 2012

Dear Parent/Carer,

As a Federation we are rightly proud of our pupils and their achievements. Understandably we like to share these achievements with the wider community through the use of newsletters, newspaper articles and our websites.

However, with the increase in accessibility to the media, particularly through the use of the internet, we have a responsibility to protect our children from the wrong kind of interest. With this in mind we have decided to update our policies on the use of school related photographic images (photographs and video).

Therefore we ask that before parents, carers and pupils consider any use of images taken in the school or on school excursion (e.g. uploading them onto the internet) they should contact the Associate Headteacher for guidance, especially if they are group photographs. Not all parents wish to have their child's photograph published where it can be accessed by the general public and we must respect this.

Both schools have to comply with the Data Protection Act 1998 which means we are legally required to treat all personal information in an appropriate and confidential manner. We must also be mindful of any child protection issues and even copyright infringements involved in school productions for example. We should ensure that no personal information can be accessed e.g. names, addresses, telephone numbers when using images of our pupils. This also applies to parents, carers and the pupils themselves.

Generally celebrations of our pupil's achievements are welcomed by our schools, pupils and parents alike. The use of pupils images to highlight areas of achievement and forthcoming events through the schools own publications, local press and web-sites is considered acceptable by the majority of parents. If you would prefer that your child's photograph is not used in this way you must notify the school by writing to the Associate Headteacher as soon as possible.

The Federations Code of Conduct for use of Photographic Images can be found on the schools web-sites.

The continued support of all parents/careers in ensuring the safe-guarding of all our pupils is much appreciated.

Yours sincerely

Mark Heuston
Executive Headteacher

