

**Bunscoil Clochar Mhuire
St Mary's Primary School**

CHILD MEDIA POLICY

The pupils of Bunscoil Mhuire participate in a wide range of activities in school and in inter-schools competitions and projects. It is important to celebrate and highlight the many achievements and successes of our pupils in Sport, Quiz Competitions, Science Projects, Music, Green Schools, Dance, Drama and many others.

The school's activities are often highlighted in local or national newspapers/radio/school websites and sometimes on television, through the media of photographs and/or recordings.

Some parents have concerns about the use of photographs, videos and other images of their children. This policy is designed to allay those fears, provide reassurance, and to protect children.

Parental Consent

The school will send a letter to parents or guardians of all pupils, requesting blanket permission for the use of media depicting their child, subject to the conditions defined in this policy.

If a parent/guardian **does not** return the non-consent form then permission shall be assumed. Consent will continue until the principal receives written notice that the consent has been withdrawn.

Parents not wishing to give permission will be asked to complete a form and return it to school.

A copy of this letter and form is attached as **Appendix B**.

The school will send a letter acknowledging receipt of the form and confirming that the child has been entered on the school's register of non-consent. The school will take every reasonable step to ensure that images of a child on the register of non-consent which identifies the child by his/her facial features from the image as displayed on the website or in any other publication will not be used in school publications as provided in this policy. A copy of this letter is attached at **Appendix C**.

If a parent wishes to remove their child's name from the register of non-consent, they must inform the principal in writing. This is explained in the acknowledgement letter.

From January 2013, all new pupils joining the school will receive this policy with their induction pack prior to enrolment.

Non-consent forms shall be retained for inspection for the duration of the child's attendance at Bunscoil Mhuire and for a period of five years afterwards.

Register of Non-Consent

A register shall be maintained that lists those children whose images identifying those children by their facial features may not be published as provided in this policy. Staff involved in the production of any publicity material, web design or other similar activity should be particularly made aware of the register and their responsibility to conform to this policy and to take every reasonable step to ensure that images of children whose names are on this register are not published in breach of this policy.

All documentation relating to this policy shall be held by the Principal at a secure location within the school. Copies shall also be kept in pupils files and on the central database. (*Aladdin*)

Breaches of this Policy

Where it is determined that media or information are published in breach of the conditions in this policy they will be withdrawn as soon as possible. The Board of Management (B.O.M.) will conduct an enquiry as to the circumstances under which this policy was breached.

APPENDIX A

Guidelines

1. The school will not:
 - a) publish a child's full name linked with an image unless it is appropriate (for example, the Credit Union Quiz winners)
 - b) publish personal details such as e-mail addresses, home addresses and telephone numbers linked to a child's image
2. Use only images of pupils in suitable dress e.g. school uniform, fully dressed, or full PE kit.
3. In all circumstances, the school's register of non-consent must be checked to ensure that parents have not objected to the use of an image of the pupil identifying a pupil by his/her facial features prior to its publication.
4. When dealing with the press, the school will ensure they are made aware of the register of non-consent.

APPENDIX B

School Headed Notepaper

[enter date]

Dear Parents/Guardians,

Bunscoil Clochar Mhuire has a Child Media Policy which regulates the publication of children's images. We are seeking your permission to publish images of your child in compliance with the school's Child Media Policy.

The school will not:

- publish a child's full name linked with an image unless it is appropriate (for example, the Credit Union Quiz winners)
- publish personal details such as e-mail addresses, home addresses and telephone numbers linked to a child's image
- use a child's image for anything other than school business
- provide a child's image to anybody who is not authorised to deal with the image on behalf of the school except for publication in an established local or national newspaper.

The school will:

- keep a register of those pupils whose parents or carers have not consented to an image being used which identifies their child by his/her facial features (the non-consent register)
- ensure that the original images are only used and retained by the school in compliance with the Child Media Policy
- inform the press of the non-consent register, but please note that in law our ability to control articles published by the press is very limited.

If you agree to the publication of your child's images for school purposes, you do not need to inform us and we will not seek your permission again.

If you wish to **refuse permission**, please complete and return the reply slip which is attached to this letter and your child's name will be entered on the non-consent register.

If you would like more information before you decide, please look at the school's Child Media Policy which is available on request from the school office or on the school website www.stmarystrim.ie

I understand that for some families it is very important that children are not identified as being connected with the school. However, you should be aware that a number of organisations which provide certain educational and extra-curricular activities **can** request that children on the nonconsent register do not attend as they require images for publicity purposes. If you enter your child on the non-consent register, it would be advisable if you discuss this with your child. Staff manage the register by positioning a child on the non-consent register at the edge of a photo group intended for publication so the photo can be edited and do not mention the register.

To help us compile our records please reply as soon as possible. If we do not receive a reply within two weeks of the date of this letter, we will record that you **GIVE** permission for your child's images to be used as described in this letter.

I hope that this will help reassure you and enable you to make your choice known to us. Please do not hesitate to contact me if you have any questions about the contents of this letter.

Yours sincerely,

Cóilín Ó Coighligh
Príomhoide

Reply slip

ST MARY'S CONVENT PRIMARY SCHOOL

Child Media Non-consent form

*Please do not return this form unless you are **not** giving consent to your child's image being used.*

Your Name: _____

Child's Name: _____ Class: _____

I **DO NOT** consent for images identifying my child by his/her facial features to be used in School publications as described in the school's Child Media Policy.

I understand that I may view the full policy on the school's website www.stmarystrim.ie or by request to the school office.

Signed: _____

Date: _____

Please return this form to the Principal. An acknowledgement will be returned.

APPENDIX C

School Headed Notepaper

[enter date]

Dear Parent/Guardian,

To the parents/guardians of [child's name]

Thank you for returning a non-consent form to the school stating you do not want any images identifying your child by his/her facial features to be used as described in the School's Child Media Policy. I am writing to inform you that we have included [child's name] on our register of non-consent.

If you wish to remove your child's name from the register at any time, you must inform the Principal in writing.

Yours sincerely,

Cóilín Ó Coigligh

Príomhoide