



POLICY ON THE USE OF PHOTOGRAPHIC IMAGES

1. Modern technology has made it very easy to publish pictures and images in the public domain through printed publicity material, the news media and websites. These increased opportunities create cost-effective, positive PR and promotional opportunities for publicising the work of Elizabeth College. However, they also bring a responsibility to ensure that individual rights are respected and that young people and individuals at risk are protected from exploitation.
2. The guidelines set out here are intended for all who promote Elizabeth College through print media, film and video and websites. They also allow staff, pupils and parents to be confident that the College's use of images is appropriate and that common sense will be applied, so that if doubt exists about the suitability of material it will not be used.
3. Elizabeth College has a number of essential uses for pupil images, for example as part of its record keeping. In addition images of pupils are on occasions used in College publications and on the website to promote the activities of the College or publicise pupils' successes. These guidelines apply throughout the whole College, and contain clear protocols to be followed in the use of pupil images.
4. On occasion, parents or guardians may wish that images of their child are not published. Parents, therefore, will be informed that they may choose to prevent the use of the child's image in publications, on the College website or from being passed to the press, by giving appropriate notice to College in writing.

Protocols to be followed in using images of pupils

1. Compromising or suggestive poses involving pupils are not to be taken and posed pictures of pupils in revealing PE kit (e.g. swimming trunks) should be avoided.
2. **Naming of pupils:** Generally, pupils will be named in captions for College publications and for press photographs, indeed this is the preferred practice of the news media. Pupils may also be named on the College website, see below. Other details, such as home or e-mail addresses and telephone numbers, must not be supplied or published.
3. **Images on Websites:** Where appropriate images of pupils will be used on the College website. Images of individuals on any College webpage will only be named where this is considered relevant and appropriate, for example in relation to a pupil's award or achievement.
4. If a pupil's image is also going to be used for a press advertisement, where the pupil will effectively be a model, or in any publication for commercial gain, written parental consent must be obtained.
5. Images for publication should not be held for an unreasonable length of time, a period of *two years* is considered reasonable in most instances. This provision does not apply to images held in photo albums and scrapbooks or those retained as archive material.



ELIZABETH COLLEGE

Dear Parent or Guardian.

You will already be aware that from time to time Elizabeth College uses media images of pupils as a means of recording pupil involvement in activities such as sport, music and drama and to help publicise the work of the school. These photographs and images may appear in the media, printed publications, videos or on our website. Clearly these are entirely customary school uses of pupil images. To reassure you about how we use such images please note that the following guidelines are observed:

- Pupils whose images appear in the local press will be named but no personal contact information will be included in any news releases.
- Pupils whose photographs appear on any College web page will only be identified where this is appropriate, for example in connection with a pupil's achievement.
- Your child's image will not be used for commercial advertising purposes, or in publications for gain, without seeking your consent.

I hope that you will understand College's desire to publicise your child's achievements by using images in this way. However, on occasion, you may prefer that images of your child are not published. If you would like to prevent the use of your child's image in our publications, on our website or from being passed to the media, please inform College to this effect in writing.

Yours sincerely

GJ Hartley
Principal