

## **Use of Images Policy**

For the purpose of this policy the word 'image' refers to a photograph or video. Parents or legal guardians must read this policy and agree to adhere to it.

### **(1) Parental Rights**

At Heritage School, we often use photographs and video to celebrate our pupils' accomplishments and demonstrate features of our curriculum and culture to prospective parents, current parents or guardians, pupils and the public. However, we recognise that parents or legal guardians alone have the right to determine how an image of their child can be used. Accordingly, we seek parental consent before using images of pupils either internally or externally, as explained below.

### **(2) Personal Use**

Heritage School asks that any image which includes any part of the face of a child who is not your own, if taken by yourself or another parent or shared internally by the school, must be for personal use only and stored in a solely private digital collection. Such images must never be uploaded into an online environment (e.g. social media such as Facebook or Instagram).

### **(3) Internal School Use**

Certain photographs and videos may be shared internally with parents via the school's photo sharing website (Zenfolio), Google Drive, or SchoolPost emails.

### **(4) External School Use**

We would also like to use appropriate images for marketing purposes to include:

- Printed materials
- The school website
- The Skylark Newsletter
- The school's social media platforms (e.g. Facebook and Instagram).

### **(5) Use of Names**

The majority of photographs used will be anonymous. However, if, for example, congratulations are due for a specific achievement or appointment, it may be that a first name is appropriate. They will only be used if specific parental permission, for that instance, has been granted.

### **(6) If Consent is Not Given**

If you have chosen not to give your consent to internal and/or external use, please understand and explain to your child that when group photographs or videos are taken during school activities your child will need to be removed from the group as sensitively as possible before the picture is taken.

### **(7) Parental Agreement and Consent**

At the time of registration, parents are asked to give their consent to the internal and/or external use of images of their children, in accordance with this policy, via an online form. Parents must declare that they have read this policy and agree to adhere to it. Please note that when agreement and consent is given by one parent, it is understood by us to have been given from both parents. Parents are asked the following questions

- ☐ Parental rights: we understand the rights of parents over images of their children, and we will not upload any image which includes any part of the face of a child who is not our own into an online environment, as explained in paragraph (2).
- ☐ We give our consent for images of our child(ren) to be shared internally as explained in Paragraph (3).
- ☐ We give our consent for images of our child(ren) to be used externally on printed materials, in The Skylark Newsletter, and on the school website and social media platforms, as explained in Paragraph (4)

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| Authorised by | Catherine Kang |
| Date          | February 2023  |

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