

Safe Use of Photographs and Videos

Introduction

This policy applies to the use of photographs in Craobh Naithí branch publicity media and promotional materials, on the Craobh Naithi website, social media and in local regional and national press.

Rationale

This policy was formulated in accordance with current Data Protection Legislation and *Craobh Naithí Child Protection Privacy Guidelines, The Data Protection (Amendment) Act 2003, The Data Protection Act 1998 and The Video Recordings Act 1989 and GDPR 2018*

Relationship to the aims of the branch

Craobh Naithí seeks to help children, young adults and all members to learn and enjoy the playing, singing and performance of Traditional Irish Music and singing at all levels from beginners to more experienced performers.

We want our branch to provide a safe, friendly, respectful and fun learning and social environment for enjoying traditional Irish arts culture.

Aims

As part of the Craobh Naithí brand identity, we have designed a photographic imagery style that;

- Adds colour and interest to our communications promoting branch classes and events.
- We also wish to include photographic imagery to help families and the local community to identify and celebrate the branches' achievements.
- Photography and video also help to motivate both teachers and pupils to prepare for events such as the Fleadh and seasonal concerts and performances at the branch.
- Over time our archive of imagery and video helps record a rich cultural tradition that is unique to this region of Dublin and Ireland.

Capturing images and video helps to promote a sense of community spirit within the branch and the wider Comhaltas family.

In using imagery and video we want to ensure that the right to privacy of children and parents, teachers and all members is respected.

We wish to ensure that all photographs and video recordings published are in keeping with the *Craobh Naithí Child Protection Privacy Policy*.

Guidelines for Taking Photographs

In any given year, a number of committee members, teachers and parents of the branch volunteer to assist the *Public Relations Officer (PRO)* with public relations and promotion. This group is referred to as the *PR Team*. The *PR Team* use their own personal equipment including digital and film cameras, videos, smartphone cameras and iPads.

The *PR Team* are permitted by the committee to take digital/video images on their own photographic and smart device equipment to support the branch aims - e.g. for promotion of classes on the website or submissions to the *DLR Local Authority Arts Office* for support or participation at civic events.

Following the fulfilment of their purpose, photographs should be removed from devices promptly and stored securely and used only by those authorised to do so (PRO, branch archivist and design support).

Members of the *PR Team* should ensure that image files are appropriately named and will not use pupils' names in image file names.

When taking digital/ video images the *PR team* and teachers assisting with photography should ensure that parents have given permission for their child to be photographed and to be informed as to the possible use of the image.

Members of the *PR Team* must not take, use, share or publish images of others without consent.

Guidelines for Publishing Photographs on the Craobh Naithí website

The *Craobh Naithí PRO*, *PR team* or other members of the committee will seek the consent of parents regarding the use of pupil images on the branch Website.

Model Release forms available from the *PRO* are used to secure Parent consent and will be retained by the branch.

Parents may at any time withdraw their consent/ non consent for the use of pupil images and digital recordings in branch publicity materials, on the branch website and in the press. Any such request must be made in writing to the branch *PRO*.

Pictures to be published on the branch's website, or elsewhere, which include pupils will be selected carefully and will comply with good practice guidance on image use.

When publishing digital images/ video images on the branch website, *PR team* members should be mindful of the way pupils and teachers and audience members may appear. Digital Images/ video images which are likely to cause embarrassment to any individual, now or at a future date, should not be published on the branch website.

Pictures to be published on the branch's website should try to focus on group activities, rather than photos of individual children. However it is understood that images of solo musicians will be required from time to time to promote that important aspect of music performance.

Personal details (including the name) of any child or adult in a photograph will not be used in association with the photograph (including in the accompanying text or the photograph caption) without the expressed permission of the parent or adult member.

Guidelines for Taking Photographs at Branch Events

Parents are not required to comply with the *Data Protection Act* when taking photographs of their children, for their own private use, at an organised event.

When hosting a branch event where parents are permitted to take photographs or videos the branch will;

- Make it clear that any images taken must be for private use only
- Inform parents that Data Protection legislation may be contravened if photographs or videos taken at a branch event are placed on the internet
- An announcement will be made at the start of events to provide guidance for parents.

Fleadh Cheoil

Photographs or video and audio recordings at the Fleadh Cheoil must comply with the local Fleadh Cheoil Committee guidelines and always require permission from the Fleadh Office stating the competition number and competitor's name. On request a permit will be issued in writing which must be provided to the Clerk of the competition venue prior to the performance.

Images taken on behalf of the Branch

On occasion, official commercial video films of children may be recorded e.g. videos of branch concerts or at Fleadh Cheoil appearances. From time to time, the branch also arranges for a professional photographer to take photographs of individual pupils, ceilí bands and groups.

Where a commercial photographer is used, the following guidelines apply;

- Commercial video films may only be recorded or professional pupil photographs taken with the permission of the *PRO* and the Branch Committee.
- Commercial photographers will be required to comply with Data Protection Legislation.
- The branch will inform parents that a commercial photographer will be in attendance at any organised event

- The branch will inform parents of the purpose of taking the commercial digital/ video images and how the digital/ video images will be used.
- The branch will ensure that pupils are fully supervised by a teacher at all times while the commercial/ professional photographer is present.

The Press

The use of photographs in newspapers and magazines is already subject to strict guidelines through the *Code of Practice of the Press Council of Ireland*.

Press photographers should get the permission of the branch *Chairperson* or *PRO* before arranging to take photographs.

The branch will ensure that pupils are fully supervised by a committee member while a press photographer is present.

The Press is exempt from the *Data Protection Act*, but they have to consider parental wishes if they are allowed to take photographs from which a child can be identified.

Comhaltas Craobh Naithí will seek parental consent before providing names of children to accompany photographs published in newspapers and magazines or broadcast media.

Re-use of Images

Photographs or videos published in branch publicity material and/or on the website may not be copied and/or re-used by teachers, parents or others for any purpose other than that for which they were intended without consent.

Data Protection legislation may be contravened if photographs or videos published on branch publicity material and/or the branch website are copied and/or re-published for any purpose other than that for which they were intended without consent.

Concerns

If parents have any concerns about inappropriate or intrusive photography at a branch event they should report their concerns to the Branch *Chairperson* (or to a Committee Member if the *Chairperson* is not present).

If a parent or child, wishes to have a photograph removed from the branch website at any time, they should contact the Branch *Chairperson*.

When a press image has been captured the data controller for that image is the media concerned and not the branch. Therefore parents will need to make any objections to that organisation and not the branch.

Concerns regarding a breach of Data Protection Legislation should be reported to the *Data Protection Commissioner*.

Management

Photographs are published in branch publicity materials, on the branch website and in the press in accordance with this policy. Parent *Model Release forms* are collected and retained.

The policy was introduced in August 2021. The time-frame for Ratification and Review is the next *Craobh Naithí* AGM and reviewed annually thereafter.

Responsibility for Review

Branch *Chairperson*, Child Protection Officer and Public Relations Officer (PRO)

Communication

The policy will be made available to parents on the branch website and copies will be made available to parents at any time on request.

Chairperson

Public Relations Officer