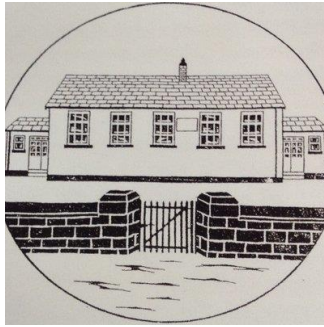


CREAVERY PRIMARY SCHOOL



E-SAFETY INFORMATION

**Staff Guidance on
Published Content and the
School App, Website and
Social Media Pages**

The School App, Website, and Facebook page are viewed as a useful tool for communicating our school ethos and practice to the wider community. It is also a valuable resource for parents, pupils, and staff for keeping up-to-date with school news and events, celebrating whole-school achievements and personal achievements, and promoting school projects. The website is in the public domain, and can be viewed by anybody online. Any information published on the website will be carefully considered in terms of safety for the school community, copyrights and privacy policies.

The following shall be applied to the School App, Website and Facebook page:

- No personal information on staff or pupils will be published, and details for contacting the school will be for the school office only;
- The point of contact on the website will be the school address, school e-mail and telephone number. Staff or pupils' home information will not be published;
- Website & App photographs that include pupils will be selected carefully;
- Written permission from parents or carers will be obtained before photographs of pupils are published on the School App & Website;
- Pupils' full names will not be used anywhere on the app or website, particularly in association with photographs;
- Mrs D Dennison (ICT Network Manager) and the Associate Principal will take overall editorial responsibility and ensure that content is accurate and appropriate.

All content on the app & website is uploaded by the Teachers. Social Media uploads and content is monitored by Mrs D Dennison and the Associate Principal and designated teachers.

Policy and Guidance of Safe Use of Children's Photographs and Work

Colour photographs and pupils work bring our school to life, showcase our pupils' talents, and add interest to publications both online and in print that represent the school. However, the school acknowledges the importance of having safety precautions in place to prevent the misuse of such material.

Under the Data Protection Act 1998 images of pupils and staff will not be displayed in public, either in print or online, without consent. On admission to the school and on enrolling new pupils in each school year, parents/carers will be asked to sign a Photographs/Pupil Work consent form. The school does this so as to prevent repeatedly asking parents for consent over the school year, which is time-consuming for both parents and the school. The terms of use of photographs never change, and so consenting to the use of photographs of your child over a period of time rather than a one-off incident does not affect what you are consenting to. This consent form will outline the school's policy on the use of photographs of children, including:

- how and when the photographs will be used;
- how long parents are consenting the use of the images for;
- school policy on the storage and deletion of photographs.

Parents will be contacted on admission to the school and on enrolling new pupils in each school year for consent. A template of the consent form can be found at the end of this policy.

Using Photographs of Individual Children

The vast majority of people who take or view photographs or videos of children do so for entirely innocent, understandable and acceptable reasons. Sadly, some people abuse children through taking or using images, so we must ensure that we have safeguards in place.

It is important that published images do not identify pupils or put them at risk of being identified. Only images created by or for the school will be used in public and children may not be approached or photographed while in school or doing school activities without the school's permission.

The school follows general rules on the use of photographs of individual children:

- Parental consent must be obtained and this consent will cover the use of images in:
 - all school publications;
 - on the School App, Website, and Facebook page;
 - in newspapers as allowed by the school;
 - in videos made by the school or in class for school projects.
- Images will be carefully chosen to ensure that they do not pose a risk of misuse. This includes ensuring that pupils are appropriately dressed;
- For public documents, including in newspapers, full names will not be published alongside images of the child. Groups may be referred to collectively by year group or class name;
- Events recorded by family members of the pupils such as school plays or sports days must be used for personal use only;
- Pupils are encouraged to tell a member staff if they are concerned or uncomfortable with any photographs that are taken of them or they are being asked to participate in;
- Any photographers that are commissioned by the school will be fully briefed on appropriateness in terms of content and behaviour, will wear identification at all times, and will not have unsupervised access to the pupils. For more information on safeguarding in school please refer to our school child protection and safeguarding policy which is on the School Website.

Complaints of Misuse of Photographs or Video

Parents should follow standard school complaints procedure if they have a concern or complaint regarding the misuse of school photographs. Please refer to our complaints policy for more information on the steps to take when making a complaint. Any issues or sanctions will be dealt with in line with the school's Child Protection and Safeguarding Policy and Positive Behaviour Policy.

Social Networking, Social Media and Personal Publishing

Personal publishing tools include blogs, wikis, social networking sites, bulletin boards, chat rooms and instant messaging programmes. These online forums are the more obvious sources of inappropriate and harmful behaviour and where pupils are most vulnerable to being contacted by a dangerous person. It is important that we educate pupils so that they can make their own informed decisions and take responsibility for their conduct online.

Pupils are not allowed to access social media sites in school using school property or other digital devices.

Social media sites have many benefits for both personal use and professional learning; however, both staff and pupils should be aware of how they present themselves online. Pupils are taught through the curriculum and school organised events about the risks and responsibility of uploading personal information and the difficulty of taking it down completely once it is out in such a public place. The school follows general rules on the use of social media and social networking sites in school:

- Pupils are educated on the dangers of social networking sites and how to use them in safe and productive ways. They are all made fully aware of the school's code of conduct regarding the use of ICT and technologies and behaviour online;
- Pupils and staff are encouraged not to publish specific and detailed private thoughts, especially those that might be considered hurtful, harmful or defamatory. The school expects all staff and pupils to remember that they are representing the school at all times and must act appropriately;
- Safe and professional behaviour of staff online will be discussed at staff induction and staff meetings planned throughout the year.

Cyberbullying

Cyberbullying, as with any other form of bullying, is taken very seriously by the school. The anonymity that can come with using the internet can sometimes make people feel safe to say and do hurtful things that they otherwise would not do in person. It is made very clear to members of the school community what is expected of them in terms of respecting their peers, members of the public and staff, and any intentional breach of this will result in disciplinary action.

If an allegation of bullying does come up, the school will:

- take it seriously and act as quickly as possible to establish the facts. It may be necessary to examine school systems and logs or contact the service provider in order to identify the bully;
- record and report the incident;
- provide support and reassurance to the victim;
- make it clear to the 'perpetrator' that this behaviour will not be tolerated. If there is a group of people involved, they will be spoken to individually and as a whole group. It is important that children who have harmed another, either physically or emotionally, redress their actions and the school will make sure that they understand what they have done and the impact of their actions.

Any sanction used will be in line with the school's Anti-Bullying Policy and Promoting Positive Behaviour Policy.

Protecting Personal Data

Creavery P.S. believes that protecting the privacy of our staff and pupils and regulating their safety through data management, control and evaluation is vital to whole-school and individual progress. The school collects personal data from pupils, parents, and staff and processes it in order to support teaching and learning, monitor and report on pupil and teacher progress, and strengthen our pastoral provision.

We take responsibility for ensuring that any data that we collect and process is used correctly and only as is necessary, and the school will keep parents fully informed of the how data is collected, what is collected, and how it is used. Statutory/Internal Assessment results, attendance and registration records, special educational needs data, and any relevant medical information are examples of the type of data that the school needs. Through effective data management we can monitor a range of school provisions and evaluate the wellbeing and academic progression of our school to ensure that we are doing all we can to support both staff and pupils.

In line with the Data Protection Act 1998, and following principles of good practice when processing data, the school will:

- ensure that data is fairly and lawfully processed;
- process data only for limited purposes;
- ensure that all data processed is adequate, relevant and not excessive;
- ensure that data processed is accurate;
- not keep data longer than is necessary;
- process the data in accordance with the data subject's rights;
- ensure that data is secure;
- ensure that data is not transferred to other countries without adequate protection.

There may be circumstances where the school is required either by law or in the best interests of our pupils or staff to pass information onto external authorities; for example, Education Authority, ETI, PSNI, Department of Education or the Department of Health.

These authorities are up-to-date with data protection law and have their own policies relating to the protection of any data that they receive or collect.

CREAVERY PRIMARY SCHOOL

GDPR Consent Form for Use of Photographs & Digital Images

Dear Parent,

The use of photographs & digital/video images plays an important part in school activities. Pupils and members of staff may use digital technology to record evidence of activities in lessons in and out of school. These images may then be used in presentations in subsequent lessons.

We believe that celebrating the achievement of children in school is an important part of their learning experience and personal development. Taking photographs/videos of pupils for internal display and displaying pupil work enables us to celebrate individual and group successes as a school community.

Images may also be used to showcase work or celebrate success through their use in classroom and corridor displays, publication in newsletters, on the school website, Facebook pages, the school app and occasionally in the public media.

Creavery P.S. will comply with the General Data Protection Regulation (GDPR) and will not take or publish images of pupils unless explicit consent has been provided by parents. We are also acutely aware of the importance of e-safety in today's society and children's full names will not be published externally with their photographs, but may be published internally (for example, on display with their work).

N.B. Parents/carers are welcome to take videos and digital images of their children at school events (eg. Sports Day, Christmas Celebration, school drama productions etc.) for their own personal use. To respect everyone's privacy and in some cases protection, these images **should not be published/made publicly available on social networking sites, nor should parents/carers comment on any activities involving other pupils in the digital/video images.**

By signing below, you are providing consent for Creavery Primary School to use both hard-copy and digital images (including video) in accordance with how you have completed the tables below in:

- all school publications, on the School App, Website, and on school social media pages;
- in newspapers as approved by the school;
- in videos made by the school or in class for school assemblies/projects etc.

Please read below & tick your preferences before signing and dating the bottom of the form. Please return this form to the school office on or before <enter date>.

I provide specific consent for photographs or digital images of my child to be used as follows:

Use	Yes	No
Using your child's photograph in printed publications by Creavery P.S. This will include the school prospectus, promotional brochures and advertisements etc.		
Using your child's photograph and video footage on our official School App & Website and on our official school's partnership apps & websites e.g. Shared Education, P.T.A. etc.		
Using your child's photograph and video footage on our official Facebook pages (inc. P.T.A.)		
Using your child's photo for publication in approved newspapers		
Using photographs and videos of your child within school, and displaying these publicly within the school, as part of the curriculum, assemblies and in class		
Using videos of your children to share good practice with professionals from other schools		
Pupil's Name:	Parent Signature:	Date:

This consent form covers consent for the duration of your child's time at the school. If your circumstances change, the onus is on you to inform the school. Once your child leaves the school, photographs and videos may be archived within the school but will not be published without renewed consent.

Yours sincerely



Associate Principal –

T R McMaster B.Ed. MBE