



Newcastle International School

## Image Capture and Use Policy

### Purpose:

This policy outlines the guidelines for capturing and using images (photographs and videos) of students, staff, and other individuals involved in school activities. The policy aims to respect and protect the privacy and safety of the school community while allowing for the appropriate use of images for educational, promotional, and archival purposes.

### Scope:

This policy applies to all staff, students, parents, visitors, and external parties associated with Newcastle International School.

### Consent and Permission:

- **Obtaining Consent:** Written consent must be obtained from individuals (or parents/guardians in the case of minors) before capturing and using their images. This consent will detail how and where the images will be used.
- **Revoking Consent:** Individuals have the right to revoke their consent at any time, and the school will promptly comply with such requests.

### Capture and Usage Guidelines:

- **Appropriate Use:** Images should be used in a way that positively reflects the values and ethos of the school. They should not be used in a manner that could be considered misleading, disrespectful, or harmful.
- **Privacy Respect:** Care must be taken to ensure that images do not reveal sensitive personal information.
- **Contextual Integrity:** Images should be used in context and not altered in a misleading or disrespectful manner.

### Storage and Security:



- Secure Storage: Images will be stored securely and access will be limited to authorized personnel only.
- Duration of Storage: The school will retain images only for as long as is necessary for the purposes for which they were taken.

#### Sharing and Distribution:

- Controlled Sharing: Images will not be shared with third parties without explicit consent, except where required by law.
- Digital and Print Use: The policy applies equally to digital and print formats.

#### Use in Digital Media:

- Website and Social Media: Images may be used on the school's website and social media platforms, adhering to the same consent and usage guidelines.
- Online Safety: When publishing images online, the school will take steps to minimize risks, such as not using full names with images.

#### Compliance and Enforcement:

- Staff Training: Staff will be trained on the policy to ensure compliance.
- Policy Violations: Non-compliance with this policy will be taken seriously and may result in disciplinary action.

#### Policy Review and Update:

- This policy will be reviewed regularly and updated as necessary to ensure it remains in line with legal requirements and best practices.

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This Image Capture and Use Policy is designed to protect the rights and privacy of the Newcastle International School community while enabling the school to capture and use images effectively and responsibly.