



# Golden Grove Primary & Pre-Primary School

Stuart Road, Rondebosch, 7700

Telephone: 021 674-2155

E-mail: [admin@ggps.co.za](mailto:admin@ggps.co.za) / [postmaster@ggps.co.za](mailto:postmaster@ggps.co.za)

Website: [www.goldengrovep.wixsite.com/goldengroveprimary](http://www.goldengrovep.wixsite.com/goldengroveprimary)

## MEDIA USAGE POLICY

Printed Name of Child .....

TO BE  
RETAINED AT  
HOME

### AIM

The Media Usage Policy informs you why your consent is needed to take any photographs of your child/ren pertaining to school events. The use of photographs and videos can increase the child's motivation, boost learner and staff morale and help parents and the local community to identify and celebrate achievements.

- In order to respect children's and parent's rights of privacy and because of potential safeguarding and child protection issues, all photographs and videos must be used and stored in a responsible way.
- From time to time representatives of the news media are invited to cover events at Golden Grove Primary School. Educators take photos at school events which we would like to post on social media, our website or in publications.
- To safeguard the School and its staff from negative interactions with members of the School community.

### PURPOSE

- To promote positive discipline, self-discipline, self-leadership and exemplary conduct as learners learn by participation, observation, experience and constructive learning.
- To promote a positive social image of the School via social media and in the local news through the posting of photos, videos and/or newspaper articles.

### LEGAL FRAMEWORK

Under the terms of the General Data Protection Regulations 2018 images of children or staff must not be displayed in a public place without consent. This includes publications such as the school prospectus, website or areas in the school where visitors have access.

- Staff will only take and use photographs and videos of children in suitable dress, to reduce the risk of potential misuse.
- Photographs, videos, and interviews may be taken of your child by Golden Grove Primary School or the media for the purpose of advertising or publishing events, activities facilities in newspapers, newsletters, the School website, other publications, television, radio and other communications and advertising media, in particular our school's Facebook page.

- There may be the occasion where a newspaper or magazine article is written about an event, the success of a sports team or the winners of a competition, in these cases the newspaper, website or Facebook will want to publish photographs with names. In this instance **first names only** will be used.
- External Photographs  
This policy applies to:
  - All staff
  - All learners
  - All promotional materials
  - Encourages the safe and responsible use and storage of photographs and videos.

## CONDITIONS OF SCHOOL USE

- This policy applies while the child is enrolled at Golden Grove Primary School.
- It is the parent/guardian's responsibility to let us know if you would not like your child/ren to appear at any time in any of the above mentioned social media and/or printed media articles.
- We, the school, will not use the personal details or full names (which means first name and surname) of any child in a photographic image on video, on our website, in our school prospectus or in any of our other printed publications.
- We will not include learners' personal e-mail or postal addresses, or telephonic or fax numbers on video, on our website, in our school prospectus or in other publications.
- We may include pictures of learners and educators that have been drawn by learners.
- We may include, if selected, work from learners.
- We may use group or class photographs or footage with very general labels, such as "a science lesson" or "making specific decorations".

Please complete the form below and return it to school as soon as possible.

If you do not agree to the statements, please leave the relevant boxes unticked. Sign the form and return it to school.

If you would like to ask any questions regarding this form, please contact the school.

If your child is old enough to express their own view, you may want to consult with them about the categories of consent, and we invite you to use this letter to explore their feelings about being photographed at school.

### Revision and Acceptance of Policy:

This policy has been reviewed on 20<sup>TH</sup> day of AUGUST 2019

### The revision of this policy has been accepted by:

Name of SGB member : AHMED DACVIE

Signature:  Date: 20/08/2019

Name of SMT member: SARAH PETERSEN

Signature:  Date: 20-08-19



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## MEDIA USAGE CONSENT FORM

TO BE  
RETURNED TO  
SCHOOL

Printed Name of Child .....

We have read and noted the above information regarding media usage at Golden Grove Primary School. In addition to the above, as the child's parents/guardians, we agree that if we take photographs or video recordings of our child/ren which include other pupils, we will:

Use these for personal and family use only  
Only put photos of our children taken at school on social media networks if they do not contain recognisable images of other children.

### I agree that my child's photograph be used for (please tick)

- Publications purposes
- Awsum Magazine / Free for all
- School Website/Facebook page
- ClassDojo Class Story
- I agree that my child's first name be included for media purposes

Printed name of parent or guardian: .....

Signature of parent or guardian ..... Date: \_\_\_\_/\_\_\_\_/2019

### Revision and Acceptance of Policy:

This policy has been reviewed on 20<sup>th</sup> day of AUGUST 20 19

The revision of this policy has been accepted by :

Name of SGB member: AMVED DALWIE

Signature: [Signature] Date: 20/08/2019

Name of SMT member: DAWN PETERSEN

Signature: [Signature] Date: 20.08.19