
IMAGE **SAFE** CODE



Guidelines for taking, using,
managing and storing
photographic images of
children and young people.
In conjunction with the
DCCoI Child Protection Policy.

Policy number

Educ003

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Contents

4	1. Photography – the Design & Craft Council of Ireland’s (DCCoI) responsibility <ul style="list-style-type: none">· <i>Why images are taken</i>· <i>Contexts and purpose of taking images</i>· <i>Legal aspects</i>· <i>Who takes the photographs</i>
8	2. Taking images <ul style="list-style-type: none">· <i>Before images are taken</i>· <i>While images are being taken</i>
10	3. Using and managing images <ul style="list-style-type: none">· <i>Contexts for use of photographic images</i>· <i>Management of photographic images</i>
12	4. Storing images <ul style="list-style-type: none">· <i>How images are stored and managed</i>· <i>Length of time images are used and stored</i>· <i>Copyright and data protection</i>
14	5. Good practice guidelines for DCCoI staff and education activity facilitators
18	Sample consent form A
19	Sample consent form B

The Design & Crafts Council of Ireland is the main champion of the craft and design industry in Ireland, fostering its growth and commercial strength, communicating its unique identity and stimulating interest and awareness in the sector.

As part of its Strategic Plan 2013 – 2015, DCCoI is committed to raising awareness, understanding and appreciation of Irish craft and design through targeted education initiatives.

As part of its education work, DCCoI engages in safe creative teaching practice within schools and community settings. Established by the DCCoI in 2000, the National Craft Gallery (NCG) is Ireland's leading centre for contemporary craft and design.

The Design & Crafts Council of Ireland is committed to a child-centred approach in its work with children and young people. DCCoI (hereafter references to DCCoI to also include NCG) undertakes to provide a safe environment and experience, where the welfare of the child/young person is paramount. DCCoI adheres to the *Children First: National Guidance for the Protection and Welfare of Children (2011)*, and acknowledges that 'the welfare and protection of children is of paramount importance' (pg. 3), and that DCCoI has a responsibility for the welfare and protection of children as applies in its educational remit.

This code is a guide primarily for DCCoI staff, (including DCCoI project managers, interns, contractors etc which hereafter in this document will be referred to as DCCoI appointees) photographers, parents/guardians and responsible adults such as teachers and group leaders, as well as craftspeople, children and young people themselves. It is intended for use by those involved in the taking, using, managing and storing of images of young people and children attending or participating in DCCoI/ NCG events or associated activities either onsite in Castle Yard, Kilkenny or at other offsite locations.

This code is a guideline intended to provide all stakeholders with a foundation for best ethical practice, while working together collaboratively and acting with responsibility and safekeeping. This code is part of the Design & Crafts Council of Ireland's Child Protection Policy, and should be read in conjunction with DCCoI's Code of Practice for Public Engagement in Educational Contexts. These guidelines are also intended to provide support and guidance to all craftspeople working as practitioners, facilitators or tutors, making, recording and using and storing images of children and young people either directly or indirectly with the Design & Crafts Council of Ireland. They should be read in conjunction with:

- *The Design & Crafts Council of Ireland's Child Protection Policy*, available at <http://www.learncraftdesign.com/child-protection-policy>
- *The Design & Crafts Council of Ireland's Code of Practice for Public Engagement in Educational Contexts*, available at <http://www.learncraftdesign.com/crafted/crafts-council-of-ireland-education-code-of-practice-for-public-engagement-in-educational-contexts-2013>
- *The Arts Council's Guidelines for the Protection and Welfare of Children and Young People in the Arts Sector*, available at www.artsCouncil.ie/publications
- *Children First. National Guidance for the Protection and Welfare of Children 2011* available at <http://www.hse.ie/eng/services/Publications/Children/childrenfirst.html>
- *The Data Protection Acts 1998/2003*, available at www.dataprotection.ie
- *Our Duty to Care*, available at http://www.dcy.gov.ie/documents/publications/ODTC_Full_Eng.pdf

1

PHOTOGRAPHY – THE DESIGN & CRAFTS COUNCIL OF IRELAND’S RESPONSIBILITY

Why images are taken

The Design & Crafts Council of Ireland (DCCoI) promotes and stimulates the creative and commercial viability of the Irish craft and design sector through the delivery of educational programmes targeted to deliver this aim. To this end it offers educational experiences that are designed to be engaging and inspiring to children and young people.

DCCoI is committed to a child-centred approach in its work with children and young people. DCCoI undertakes to provide a safe environment and experience, where the welfare of children and young people is paramount.

The use of photographic images plays an important role in many aspects of DCCoI’s work with children and young people. Photographic images are taken to record, demonstrate, promote, and celebrate the significant activities and experiences that take place as part of education and outreach programmes across multiple sites in Ireland, and specifically in the National Craft Gallery. Photographic images are also taken to evaluate education programmes, and used as part of the evaluation process.

Contexts and purpose of taking images

The Design & Crafts Council of Ireland has a main gallery location: the National Craft Gallery (NCG), which is based in Castle Yard, Kilkenny. Photography is used at this site in various contexts including:

- Educational events and workshops
- Documenting and recording craft processes and events
- Promotional events
- Exhibition openings
- Public events
- Stock imagery

DCCoI also engages in public educational outreach programmes in a nation wide capacity.

Off-site outreach locations can include:

- Schools and school grounds
- Education centres across Ireland (Association of Teacher Education Centres Ireland)
- Artists and craftpeople's studio spaces
- Arts centres
- National Cultural Institutions
- Festivals/events

Legal aspects

Any photographic images taken shall come under the scope of the Data Protection Acts 1998/2003. Please see www.dataprotection.ie for further details.

Who takes the photographs

Commissioned photographers and DCCoI appointees who work on behalf of the Design & Crafts Council of Ireland and the National Craft Gallery primarily take images

- When DCCoI-appointed photographers and DCCoI staff and appointees take images of children and young people at open access public events (called 'drop-in' workshops) they must follow DCCoI Image Safe Code guidelines
- When invited press photographers photograph children and young people at open-access public events they must follow DCCoI Image Safe Code guidelines
- When invited press photographers are commissioned by DCCoI to photograph children and young people for publicity purposes, they must follow the DCCoI Image Safe Code guidelines
- When invited parents/ guardians and teachers are invited to open-access public events they must adhere to DCCoI Images Safe Code guidelines

Education Panel

The DCCoI Education Panel is a key resource of skilled professional craftspeople and designer-makers who assist in the successful delivery and development of craft related education programmes. Activities include schools programmes, residencies or practical workshops and talks. During key craft education projects and events, craftspeople may take photographs to document the craft activities on behalf of DCCoI.

Any additional panels set up by the DCCoI to undertake educational work will also adhere to the Image Safe Code.

When practitioners from the Education Panel work in schools on DCCoI's CRAFTed: *Learning Skills for Life* Primary Schools programme, they should:

- Be mindful that each school may have its own policy around photography of its pupils. Therefore, craftspeople engaged in the DCCoI CRAFTed programme should work in conjunction with individual school policy and adhere to any specific guidelines set out in a schools policy
- Work in partnership with the school and teacher in seeking permission for photography from parents/guardians of children involved in the CRAFTed projects before they proceed
- Sign the consent form given to them by DCCoI. This consent form from DCCoI will be given to craftspeople/artists to sign along with the school's consent form participating in CRAFTed ensuring permission to share any images with DCCoI has been granted. This form will be available as part of the CRAFTed programme pack, and information regarding this will be outlined at CRAFTed planning sessions

- Ensure that photographs taken of children and young people engaged in craft based activity are in keeping with DCCoI Image Safe Code guidelines
- Collaborate with primary school teachers and children facilitating the exploration of creativity, the learning of new skills and understanding that as part of these activities, photography can play a role in the documenting of processes within the classroom
- Be aware that photography also assists in the evaluation process on completion of CRAFTed projects
- Remember that where Education Panel members take photographs of children engaged in craft activity to promote their own personal education practice, (eg for use on their own promotional material or website etc) in this instance it is the responsibility of the craftsperson to seek permission independently, as this is for use outside of the DCCoI consent form
- Where Education Panel members take their own photographs (having received consent from the school and guardians) for their own use, it is courteousness to inform the DCCoI in this instance



2 TAKING IMAGES

Photography is intended to represent craft and design activity and the creation of imaginative work by children and young people in a celebratory, diverse and creative way.

When photography is taking place as part of an educational activity, DCCoI staff and DCCoI appointees will highlight that this is happening at the beginning of the event. DCCoI will ensure a visible sign is in place to highlight that photography may happen during particular activities.



Before images are taken

- A DCCoI staff member, DCCoI craftsperson or DCCoI appointee will inform and direct all those taking part of the consent form which is required to be signed before photography commences
- A DCCoI staff member will be mindful of any child or young person that does not want to be photographed or where a parent/guardian does not want the child photographed
- Any child or young person who hasn't consented to photography will receive a small coloured sticker in a discreet manner. This will denote for the photographer, at a glance, those who can not / should not be photographed
- A DCCoI Staff member or DCCoI appointee will take time in advance to have a dialogue with the photographer. He/She will explain the activity, describe the group and discuss any concerns that may have been notified at the registration of the activity

While images are being taken

- DCCoI staff and the photographer will be aware of those not being photographed from the consent form and from the coloured sticker
- It is the role of the photographer and DCCoI staff member and appointee to ensure that any individual for whom consent to be photographed was not provided is not excluded from participating in the activity. Every child and young person has the right to participate fully in the activity
- The photographer does not have a leader's role. They are only there to take photographs and not to dictate any activities. This ensures that any child not being photographed will not feel left out of the activity
- The photographer should stay in verbal communication with DCCoI staff and DCCoI appointees throughout the duration of the activity, maintaining open communication
- Photography is intended only to reflect the participation and process-led aspect to craft and design activities and workshops
- A child will never be photographed on their own without being engaged in a craft activity or with a craft object that reflects the activity
- For photography within a schools context, images should be taken where the child cannot be individually identified, i.e. by a school crest on a uniform and name badge

3 USING AND MANAGING IMAGES

DCCoI photography of children and young people is always done purposefully for educational uses, and with a particular function in mind.

Contexts for use of photographic images

- Where there is an important reason or special purpose that is linked to an activity or event
- Images are used for the intended purpose(s) outlined in this Image Safe Code
- Representing DCCoI and its work
- Where images are taken for public use, the child or young person is not identified by name, except when they are being acknowledged for an achievement or award and guardian consent has been obtained

Management of photographic images

Photographic images are managed in contexts such as:

- Consented photographic images may be forwarded to a third party such as graphic designers, printers or the media, in order to represent DCCoI and its work in the context of craft activities and the promotion of craft in Ireland and abroad. This mainly takes the form of publications but can include DCCoI online sources
- Once DCCoI has been subsequently informed that an individual child or young person does not want his/her image to be used or put in to circulation, all photographic images relating to them will not be used or retained

As part of the CRAFTed: *Learning Skills for Life Primary Schools* programme, Education Panel members might take photographs of children engaged in craft activity for documentation and evaluation reasons and share these images with DCCoI. These photographs will only be used by DCCoI if they are accompanied by a clear and concrete consent form/permission slip (sample Consent Form B).

Craftspeople facilitating education projects in a classroom will be aware that they must discuss photography with the teacher, and seek a signed Consent Form. This Consent Form is included in the CRAFTed Information Pack, which is given to all participating craftspeople on the Collaborative Planning Days as part of the programme.



4

STORING IMAGES

As an organisation that recognises the critical role that education and training play in the future growth of Irish craft and design, and in the preservation of our cultural heritage, DCCoI is involved with creating and maintaining an educational photographic archive for the future. Any storage of photographic images featuring young people engaged in craft activity is held in the context of DCCoI's communications archive.

The primary purpose of DCCoI's images is to promote and celebrate the work of DCCoI, and craft and design practice in Ireland as well as abroad. The images taken are a social and historical record in the organisation as well as a documentation of information, which may be of value to researchers in the future. In this context, DCCoI may retain some images as part of its image archive.



How images are stored and managed

Photographic images are kept only where there is a valid reason associated with the work of DCCoI.

All DCCoI staff who work with stored images are reminded of their duty to preserve the confidentiality of those involved and are mindful of their responsibility in this regard. They are advised that:

- Copies of photographs of children and young people engaged in craft activity can only be used for promotional purposes where prior written consent has been provided
- Photographs should not be retained on local computers beyond the length of time required for their immediate use

Where images are kept for future use:

- It is the intention of DCCoI to store these images safely. They are stored carefully in a networked system. DCCoI staff work with images according to current best practice and are committed to continually developing practices and procedures that improve the storage of these images

Length of time images are used and stored

DCCoI photographic images that involve children and young people are used for a period of one to five years. The maximum term of usage for an image of children and young people at the DCCoI is 10 years, after which time they will be taken out of general use (unless being used as part of a retrospective or archive exhibition/ feature), and placed in the image archive.

Copyright and data protection

Photographs and visual images are regarded as personal data under the Data Protection Acts 1998/2003. Personal data is defined as data relating to a living individual who can be identified from the data or from the data in conjunction with other information in the possession of the data controller. It must be accurate, be obtained fairly and be kept up to date, and it should be retained and used only for one or more specific lawful purposes. Personal data shall not be kept for longer than is necessary for that purpose or those purposes.

Ownership of copyright rests with the photographer and depending on the photography agreement in place can be granted for a duration or perpetuity to the commissioner of the photographs i.e. the client (DCCoI).

Images are not owned by the individual(s) whose image is recorded. Permission to use images owned by a photographer or agency, or by their employers, is by prior agreement with the copyright holder. For more details, see www.cai.ie, Copyright Association of Ireland.

5

GOOD PRACTICE GUIDE FOR DCCOI STAFF/ APPOINTEES & EDUCATIONAL ACTIVITY FACILITATORS

1. Please ensure that you read this DCCoI Image Safe Code, keeping a copy of the Image Safe Code with you when you are leading an activity or involved in an outreach event where photography of children and young people may take place. Make sure you are up to date with the contents, and be mindful of your responsibility in adhering to best practice by following these guidelines
2. Ensure that you have access to extra copies of the DCCoI Image Safe Code for participants, facilitators, photographers or others who might want to read more detailed information. Always direct them to the DCCoI Education website, where the guidelines can be downloaded www.learncraftdesign.ie

3. Ensure that written consent has been given by a parent / guardian for images to be taken. Ask the child / young person for permission to use their image. This ensures that those being photographed are aware of the way their image is being used to represent the organisation
4. Refusal of consent should not limit children or young people from participation in any activity, or from full entitlement and enjoyment of the activity being photographed
5. Please take time in advance of any activity to discuss with the photographer the nature of the activity and the profile of the group, ensure that the photographer has read in full the DCCoI Image Safe Code
6. If any member of the public makes an inquiry about the DCCoI Image Safe Code on photographing children and young people, it will be made available to them
7. Avoid using children's names (first name or surname) in photographic captions
8. When using images of children and young people in school uniforms, ensure that school crests are not visible to protect the identity of pupils
9. Always take and use images that depict engagement in the activity
10. Always take and use images that reflect the process of the activity and the celebration of the work



This Image Safe Code is compiled by the Design & Crafts Council of Ireland with research undertaken by members of staff in its Education Department.

This Image Safe Code will continue to be shaped and refined over time and therefore evaluation and feedback will be an ongoing aspect of this process.

This Image Safe Code can be updated following continued examination and review of best practice guidelines nationally and internationally. Please ensure you are always working off the latest version of this document.

Organisations referenced

The Ark: Cultural Centre for Children
The Arts Council of Ireland
The National Museum of Ireland
The Data Protection Commission
The National Youth Council of Ireland
The Office of the Minister for Children & Youth Affairs.



Acknowledgements

An integral aspect of compiling the code was through a process of research, discussion and consultation. The Design & Crafts Council of Ireland would like to sincerely thank all those who offered their time and expertise to the research phase of the Image Safe Code's development.

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- Carrie Lynam** Assistant Coordinator of CRAFTed: Learning Skills for Life
- Catherine Phibbs** Communications Manager, Design & Crafts Council of Ireland
- Deirdre Rogers** Glass Artist, Regional Coordinator for CRAFTed: Learning Skills for Life
- John Tynan** Head of Education, Training and Development, Design & Crafts Council of Ireland
- Liz Coman** Advisor, Young People, Children and Education, Arts Council of Ireland
- Muireann Charleton** Education & Innovation Manager, Design & Crafts Council of Ireland.

Margaret Rogers Adviser on Child Welfare, Young People, Children and Education, Arts Council of Ireland

Nuala McGrath HR Manager, Design & Crafts Council of Ireland

Polly Minett National Co-ordinator of CRAFTed: Learning Skills for Life

Susan Holland Education & Outreach Officer, National Craft Gallery.

The Design & Crafts Council of Ireland would especially like to thank the children and parents who gave their consent for their images to be used in these guidelines. We would also like to thank photographers Johnny Savage and Derek Speirs for their contributions.

Thank you to Caroline Schofield, textile artist, for her Fairytales in Stitch workshop featured in this Image Safe Code.

Contact us about the Image Safe Code

If you would like to discuss any part of this code, or if you think there is anything that should be included in it, please contact us by e-mailing nuala@dccoi.ie or by writing to Ms. Nuala McGrath, Human Resources, Design & Crafts Council of Ireland, Castle Yard, Kilkenny.

The Image Safe Code can be downloaded as a PDF from this address

www.dccoi.ie

SAMPLE CONSENT FORM A

For Parents/Guardians at Education Outreach Workshops

Workshop name

Photographer's name

Child's full name and age

Parent/guardian full name

Parent/guardian's mobile number

Important information and disclaimers:

Each parent/guardian signing this consent form is aware that their child is taking part in an education programme provided by the Design & Crafts Council of Ireland.

I am aware that the child in my care is taking part in the Design & Crafts Council of Ireland's _____ programme.

I give consent for the child in my care to be photographed for documentation purposes, and for the promotion of educational programmes, for the Design & Crafts Council of Ireland's Education and Outreach and Communications Departments, and print purposes.

Please tick YES NO

Signature

Date

SAMPLE CONSENT FORM B

**For Teachers & Craftspeople
in the Classroom**

About

The Design & Crafts Council of Ireland (DCCoI) wish to seek school permission to photograph children as part of the **CRAFTed: learning skills for life** programme which is currently running in your school. Photographic images are taken to record, evaluate, promote and celebrate the activities and experiences that take place as a part of education and outreach programmes.

The craftsperson facilitator will identify any child not consented for photography in advance of activities. Non-consent for photography will not exclude any child from participating fully in the activities.

I give consent for the children in my care to be photographed for documentation, and the promotion of craft educational programmes in accordance with the school's Child Protection Policy, and with parent / guardian consent, as part of the DCCoI's CRAFTed learning skills for life programme.

Please tick YES NO

Teacher or principal signature

School name and address

Class

Craftsperson's signature

Date

...and the fact that the system is not yet fully operational, the Commission has decided to postpone the start of the first phase of the programme until 1992.

The Commission has also decided to postpone the start of the second phase of the programme until 1993.

The Commission has also decided to postpone the start of the third phase of the programme until 1994.

The Commission has also decided to postpone the start of the fourth phase of the programme until 1995.

The Commission has also decided to postpone the start of the fifth phase of the programme until 1996.

The Commission has also decided to postpone the start of the sixth phase of the programme until 1997.

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The Commission has also decided to postpone the start of the eighth phase of the programme until 1999.

The Commission has also decided to postpone the start of the ninth phase of the programme until 2000.

The Commission has also decided to postpone the start of the tenth phase of the programme until 2001.

The Commission has also decided to postpone the start of the eleventh phase of the programme until 2002.

The Commission has also decided to postpone the start of the twelfth phase of the programme until 2003.

The Commission has also decided to postpone the start of the thirteenth phase of the programme until 2004.

The Commission has also decided to postpone the start of the fourteenth phase of the programme until 2005.

The Commission has also decided to postpone the start of the fifteenth phase of the programme until 2006.

The Commission has also decided to postpone the start of the sixteenth phase of the programme until 2007.

The Commission has also decided to postpone the start of the seventeenth phase of the programme until 2008.

The Commission has also decided to postpone the start of the eighteenth phase of the programme until 2009.

QUICK GUIDE FOR PHOTOGRAPHERS: 5 STEERING PRINCIPALS

- 1 Always take images that reflect the process of the activity
- 2 Always aim to take images of children and young people that depict engagement in an activity within a group context, and a child engaged in the process of the activity
- 3 Photography is intended to reflect the participation in the activities
- 4 The photographer does not have a leader's role. They are there to take photographs and not to dictate activities
- 5 For photography within a schools context, images should be taken where the child/ children cannot be individually identified, i.e. by a school crest on a uniform and name badges

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The photographer Johnny Savage took the images featured in this Image Safe Code. These images intend to be a visual guide for other commissioned photographers.