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PHOTOGRAPHS OF PUPILS

Taking pictures of district pupils and buildings for commercial purposes is prohibited without written approval of the Superintendent.

"Commercial purposes" in this context is defined to mean for sale or for use in connection with the advertisement or promotion of goods or services.

"School pupils" in this context means boys and girls enrolled in the school during that part of the day they are at school, on the school grounds, or engaged in any activity under the direction and supervision of the school.

Pictures of any pupil shall not be disseminated or posted in any way unless permission is granted by parents/guardians. Photographs of children placed in the district by the Department of Child Protection and Permanency (DCP&P) shall not be published without permission of the division case worker.

All publications, releases, photographs, and the like depicting the accomplishments of the pupils and the staff of the district must be approved by the Superintendent of Schools upon the recommendation of the building principal.

Photographs on the District Web Site

Pictures of district pupils shall not be posted on the web site, except under the following conditions:

- A. Prior written permission has been obtained from the pupil's parent/guardian or from the adult pupil;
- B. Group photographs may identify the group, but not the individuals in the group;
- C. Prior written permission has been obtained from the pupil's parent/guardian or from the adult pupil, if the pupil is receiving an award or special recognition.

~~Advisory to Event Participants Regarding Pupil Photographs and Social Networking Sites~~

~~The Superintendent shall instruct all school principals to develop procedures to require an announcement be made at the beginning of all school events which involve pupil presentations including, but not limited to, concerts, plays, moving up ceremonies, athletic contests, commencement, etc to remind all guests of the following:~~

PHOTOGRAPHS OF PUPILS (continued)

- ~~A. Any photographs, video recordings, or similar reproductions of the event are solely for personal and family use only.~~
- ~~B. Guests are strongly advised not to post such reproductions to web sites or social networking sites which may be accessible to the public~~
- ~~C. Such postings may invade the privacy rights of other pupils and may pose a security risk for some of those pupils.~~

Drones/Unmanned Aerial Vehicles (UAV)

Consistent with the policy of the New Jersey State Interscholastic Athletic Association (NJSIAA) and in an effort to maintain the safety, security and privacy of students, staff and visitors, the operation of unmanned aerial vehicles (UAV), also known as drones, is prohibited by any persons on or over district property during school hours and at district sponsored events.

For the purposes of this policy, a UAV is any aircraft without a human pilot aboard the device.

An exception to this policy may be made in specific cases where circumstances warrant, but must be approved in advance by the Superintendent or designee.

Possible

<u>Cross References:</u>	1100	Communicating with the public
	1110	Media
	1120	Board of Education meetings
	1140	Distribution of materials by pupils and staff
	1250	Visitors
	5125	Pupil records
	5141.4	Child abuse and neglect
	5145.12	Search and seizure
	6171.4	Special education

Key Words

Exploitation, Safety, Photographs of Pupils, Pupil Photographs, Student Photographs, Web Site, Social Networking, Facebook, Drones, UAV

Date Adopted: 08/23/2005

Date Revised: 12/18/2012, 09/02/2014

*Rationale: Added new language prohibiting drones consistent with NJSIAA regulations and in the interest of pupil, staff, and visitor safety. Removed language regarding advisory to limit Board liability as a result of assuming a role in an area where we do not have responsibility.*