

Policy

DIGITAL IMAGES OF PUPILS

Taking pictures of district students 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 students" in this context means boys and girls enrolled in the schools 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 children with educational disabilities shall not be disseminated in any way unless permission is granted by parents/guardians. Photographs of children placed in the district by the Division of Youth and Family Services (DYFS) shall not be published without permission of the division case worker.

Digital Images on the District Web Site

In the absence of any specific information to the contrary, digital images of district pupils may be posted on the web site under the following conditions:

- A. Individual digital images shall not disclose any personally identifiable information about a student without receiving prior written consent from the student's parent/guardian.
- B. Group photographs may identify the group, but not the individuals in the group;

Adopted: April 25, 2007

Legal References: N.J.S.A. 18A:11-1 General mandatory powers and duties
N.J.S.A. 18A:36-35 Disclosure of certain student information on internet prohibited without parental consent

Cross References: 1100 Communicating with the public

PHOTOGRAPHS OF PUPILS

Cross References (continued)

1110	Media
1120	Board of education meetings
1140	Distribution of materials by pupils and staff
1250	Visitors
1320	Participation in out-of-school community activities
5125	Pupil records
5141.4	Child abuse and neglect
5142	Safety
5145.12	Search and seizure
6142.10	Technology
6145.3	Publications
6145.4	Public performances and exhibitions
6171.4	Special education

Key Words

Exploitation, Safety, Photographs of Pupils, Pupil Photographs, Student Photographs, Web Site