

POLICY

Board of Education Bernards Township

File Code: 5470
PHOTOGRAPHS OF PUPILS

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

“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 children identified in the shots as having 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 Photographs of children placed in the district by the Division of Youth and Family Services (DYFS) shall not be published without permission of the division case worker.

Photos of district pupils posted on the web site shall not contain student names. Photographs of district pupils taken by parents or other students during school activities, such as field trips, classroom celebrations, assemblies, athletic contests, etc. are considered the personal property of the photographer. Other than school endorsed publications, the District does not endorse the distribution of these photographs to other parents or students, and parents or students who distribute or post online such photographs take full responsibility for their distribution.

Legal Reference: N.J.S.A. 18A:11-1 General mandatory powers and duties
N.J.S.A. 18A:54-20 Powers of board (county vocational schools)

ADOPTED: December 20, 2010