



**Policy: 3.47**

**SUBJECT: USE OF STUDENT'S PHOTOGRAPH, VIDEO IMAGE OR VOICE FOR EDUCATIONAL, INFORMATIONAL OR PUBLIC RELATIONS PURPOSE**

**Supersedes:**  
**Effective: December 9, 2008**  
**Page: 1 of 2**  
**Approved by: Detroit Board of Education**

## **1.0 Policy**

To establish a uniform policy within the Detroit Public Schools that gives parents the right to deny the use of their child's photograph, video image, or voice for educational, informational, or public relations purposes.

## **2.0 Definitions**

- 2.1 Photographs:** Still visual images or likenesses recorded by a camera or other electronic device.
- 2.2 Video images:** The electronic recording of moving images with or without sound.
- 2.3 Voice:** The electronic recording of the speech or other audible expressions of an Individual.

## **3.0 Policy Statement**

Parents may deny the use of their child's photograph, video image, or voice for educational, information, or public relations purposes, with or without the student's name, by notifying their child's school in writing on an annual basis.

## **4.0 Exceptions**

An exception to this policy applies to media coverage beyond the school system's control and student media (newspaper, yearbook, school notice boards, photo or video images taken by families at school functions, etc.) coverage of sporting events or other school activities that are open to the public. This policy does not apply to the use of surveillance cameras located for school security purposes.

## **5.0 Amplifying Instructions and Guidelines**

This policy designates the use/disclosure of a student's photograph, video image or voice for public relations purposes as identified by Detroit Public Schools.

## **6.0 Delegation of Authority**

The General Superintendent has the responsibility for enforcing this policy by communicating it to all relevant parties and by providing necessary instructions and/or administrative regulations to all staff members.

**Attachments to Policy : None**

**See also: None**

**Legal References: None**

**Labor Contract References: None**