

Tate year3 project

Outdoor Exhibition of Your Child's Class Photograph Important Information For Parents, Carers and Pupils about the display of your child's class photograph on billboards in London as part of an outdoor art exhibition.

Exhibition Billboards

London billboards are traditionally used for advertising in the street, on the roadside, on the London Underground and rail networks. For 2 weeks this forthcoming autumn term, instead of advertising, hundreds of London billboards will be taken over by the Tate Year 3 Project to display selected class photographs as individual large-format posters as part of an outdoor art exhibition. This is in addition to the exhibition of all the class photographs at Tate Britain.

We would like to include your child's class photograph in this part of the Tate Year 3 Project. This document gives further information about how your child's class photograph will be used.

The billboards Steve McQueen and the Tate Year 3 Project team have chosen are in landscape format. Examples of what the billboard formats will look like can be seen below. The posters are 6 metres wide and 3 metres tall - roughly the size of a professional football goal, or two-thirds the size of a double-decker bus.



Will my school or class be named on the billboard poster?

No. The only billboard text will be #Year3Project to identify the Tate Year 3 Project. There will be no school name or logos, and billboards will appear purely as outdoor artworks in their own right. Any school logos on uniforms will be removed for the purpose of the photograph on display.

How many posters will there be of my child's class photograph and how will I know where they are?

We expect to display your child's class photograph on multiple billboards across London. Your child's class photograph won't appear on billboards in your school's borough or neighbouring boroughs. There will be billboard posters of your child's class photograph in a number of other London boroughs and will let the school know their exact locations in early October so you can have the opportunity to visit them, tell friends and family, and celebrate as a school.

How have the billboards been chosen?

The project has taken the utmost care in only selecting billboard sites that comply with responsible practice for showing photographs of children in public.

- All billboard sites will be at least 50 metres from bars, pubs, betting shops, casinos, adult shops or venues and fast food restaurants or take-aways.
- We will try our best to ensure that we don't use billboards which are sited next to advertising from the following sectors: gambling, alcohol, e-cigarettes, adult products or services, and high fat, sugar or salt products.
- In the unlikely event of graffiti or tampering being reported, the poster will be replaced or removed within 24 hours.

What happens if my school or I have a concern at any point during the outdoor exhibition?

All schools participating in the outdoor exhibition will be introduced to a member of staff from a dedicated project team at the start of the new academic year. This person will be the school's immediate point of contact throughout the term. As a parent, you will be able to talk through any concerns with your school who will have received training from the project team. If you have concerns you need to raise outside school hours, there will also be a dedicated phone-line you can contact.

How long will the class photograph be displayed for in the outdoor exhibition?

Billboard posters of class photographs will be displayed for 2 weeks around the opening of the exhibition at Tate Britain in early November this year. We will notify your school of the exact dates when we share the billboard locations in October.

Will photographs be used for any other purpose than the outdoor exhibition and the Tate Britain exhibition?

No, class photographs included in the outdoor exhibition will only appear as posters on billboards for the 2-week period, and will not be displayed again or used for any other purpose. The project is an entirely public endeavour and not for marketing, commercial or money-making purposes. In line with best practice the posters will be destroyed at the end of the outdoor exhibition. Due to the scale of the project, sadly billboard posters will not be available for schools at the end of the 2-week display period.

Will it be possible to view the class photograph online?

Your child's class photograph is only viewable on the billboard poster itself or in the Tate Britain exhibition. We will not display images on a project website but your school may wish to post online and celebrate their involvement in the Tate Year 3 Project.

The only other way images could be viewed online is where photographs are taken of the billboards and shared by the general public, for example personal social media. Neither your school or the Project team will be able to control what any member of the public does with a photograph that they take of the billboard poster itself and it's important that you understand this.

What happens if I see social media about my class photograph that causes me concern?

The project team will closely monitor all social media posted to Tate, Artangel and A New Direction channels and will follow our social media management policy of responding promptly to queries or concerns. Any malicious social media postings will be promptly flagged with the social media platform (e.g. Facebook, Twitter, etc). Personal views posted on social media channels are not the responsibility of Tate, Artangel or A New Direction.

Could a child be identified?

In general, we think it will be very difficult to identify any child from their class photograph appearing on a billboard. The class photographs displayed on the billboards will only include the #Year3Project hashtag and not any school or pupil names or personal details.

It is possible to identify a person through the use of technology for facial recognition, for example, here a child already has an online presence with photographs of themselves on personal social media. Parents and carers should be aware that privacy settings should be used on these accounts. This is because if privacy settings are not used, software is able to match similar faces online which could lead to a child being identified. If the child has been identified and has their own social media account without appropriate privacy settings, then someone could potentially try to contact them directly with a view to befriend or groom them. Although the likelihood of this may be very low, we think it is necessary to highlight this potential risk. Please note most social media sites are restricted to those aged 13 or over.

Most schools have photographs of children on their own websites, and this kind of potential risk through the use of technology is present in many aspects of everyday life. Therefore, it's always important for parents to understand the risks to children using social media and to talk with them about this. For more information about children keeping safe online go to: <https://www.nspcc.org.uk/preventing-abuse/keeping-children-safe/online-safety/> or to talk to someone call the NSPCC/O2 helpline on 0808 800 5002.

Can a photograph be withdrawn from the outdoor exhibition should circumstances require?

Yes, we recognise there may be limited circumstances where a Headteacher will need to ask for a photograph to be removed from the exhibition. Under such circumstances the class photograph will be removed from all billboard sites within 24 hours and the digital file will also be deleted.