Policy Statement

To ensure the collection and use of student photographs and/or film in schools:

- protects the personal information of individuals
- respects the individual’s right to control how and for what purpose their personal information is used
- complies with the relevant legislation and Department policy.

Principles/Objectives

Photographs and film

Photographs, video or digital images of a student are considered “personal information” and therefore their use and disclosure are governed by the Information Privacy Act 2000 (Vic) (IP Act) and the Information Privacy Principles contained within it. Photographs, video and digital images of students may also contain copyright, and therefore may also be governed by the Copyright Act 1968 (Cth) (Copyright Act).

Note: In some cases it is better to use groups rather than individual photographs.

Collection, use and disclosure by the school

To comply with the IP Act, consent will generally be required from parents/carers before schools can collect and use student photographs and film. In some instances, additional consent may be required to ensure compliance with the Copyright Act.

This table summarises what documentation is required to enable schools to collect, use and disclose photographs, video and digital images in certain circumstances.

<table>
<thead>
<tr>
<th>Collection Type</th>
<th>School Use</th>
<th>Disclosure to third parties</th>
<th>Documentation required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Official school</td>
<td>• Storage on</td>
<td>• Parents/guardians</td>
<td>• School-level</td>
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<tr>
<td>Photos</td>
<td>CASES21</td>
<td>School magazine</td>
<td>School student policy</td>
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<tr>
<td>- School identification cards</td>
<td>- Specific Consent Form for School Photographs</td>
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<tr>
<td>Other school photos, video, film, digital images</td>
<td>- School newsletter</td>
<td>- School website</td>
<td>- General Consent Form (if for school use only)</td>
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<tr>
<td>- Intranet</td>
<td>- Other internet websites</td>
<td>- Specific Consent Form (if for disclosure to their parties)</td>
<td>- Copyright Release Form</td>
</tr>
<tr>
<td>- Within the school</td>
<td>- Media</td>
<td></td>
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<tr>
<td>Closed circuit television</td>
<td>- Detect and deter vandalism, graffiti or other unwanted activities</td>
<td>- Only in very restricted and limited circumstances</td>
<td>- Compliance with legislation including the <em>Surveillances Devices Act 1999 (Vic)</em>.</td>
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<tr>
<td></td>
<td>- Monitor outdoor areas, corridors and other areas of the school.</td>
<td></td>
<td>- Compliance with DET polices</td>
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</table>

Prohibited in the following circumstances:
- Monitoring the work performance of staff or students
- Use in toilets, shower and change rooms or staff rooms
| • Concealed or covert cameras in any location |

Collection, use and disclosure by third parties

School-Level Policy

Schools also have a degree of control over the collection of photographs, video and digital images by third parties during school hours and at school approved activities.

School Use
Photographs of general student images may be used by the school to:
• Record and promote student participation at school and in school events
• Celebrate student effort and achievement
• Record individual, class and team photographs

These images may be used through the school website, within classrooms, newsletters, transition information, school brochures and other school promotions. We also often submit photos to our local newspapers or invite the press to our school.

Individual photographs of students printed at school through our newsletters and website will only contain the first name of the student to protect their identity.

Parent permission will be sought by the school for the publishing of student work and images. Once signed, this record will be kept on file and used until notification to withdraw the consent has been given to the school in writing. Permission to use student works and images is sought from all new enrolments through our Media Permission Form.

Student Use
Students are only permitted to bring a camera of their own to school as approved in special situations, e.g.
• camps and excursions. Unless such permission is clearly stated by the school, students should assume that cameras are not permitted.

Please note, the school accepts no responsibility for:
• Lost, stolen or damaged cameras
• Students who lose or have their cameras stolen while travelling to and from school.

Students using cameras at school or whilst at school events without permission will face consequences as sanctioned by the school Leadership Team. In this instance, the student will have their camera confiscated and returned to the parent/guardian upon request.
Parent Guardian Use

- Parents and guardians can use photographs and videos taken at a school event for their **personal use only**.
- Such photos and videos must not be sold and must not be published.
- Parents and carers must follow guidance from staff as to when photography and videoing is not permitted and where to stand in order to minimise disruption to the activity.

*Only images of children suitably dressed will be allowed to reduce the risk of images being used inappropriately. This may include swimming events.*

Roles and Responsibilities

1.1 **The Principal is responsible for:**
- advising parents/guardians when photographs and/or film are to be taken and how they will be stored and used.
- provide parents/guardians with the choice to withhold or withdraw consent for their child to be photographed or filmed.
- control and manage how and when others collect and publish photographs and/or film of students.
- obtain parents'/guardians’ permission before student photographs and/or film are published.
- consider whether to allow parents/guardians to photograph or film their children participating in school events or performances.

1.2 **The Assistant Principal is responsible for:**
- ensuring that a professional photographer engaged by the school sign a Confidentiality Deed prior to being permitted to take school photographs.

1.3 **The Teaching staff are responsible for:**
- checking that students in their care have signed permission before using any images.

1.4 **The Front office staff are responsible for:**
- Distributing, collecting and collating the Media Permission Form.

1.5 **The Bright P-12 College Council is responsible for:**