



# PHOTOGRAPHING, FILMING AND RECORDING STUDENTS POLICY

## PURPOSE

To explain to parents/carers how Sandringham East Primary School will collect, use and disclose photographs, video and recordings of students, how parent/carer consent can be provided and how it can be withdrawn.

## SCOPE

This policy applies to the general collection, use and disclosure of photographs, video and recordings ("images") of students.

*\*This policy does not cover the use of Closed Circuit Television (CCTV). The use of CCTV is covered in our school's CCTV policy, available on request to the school Principal or administration office.*

## POLICY

This policy outlines the practices that Sandringham East Primary School has in place for the collection, use and disclosure of images of students to ensure compliance with the *Privacy and Data Protection Act 2014* (Vic). It also explains the circumstances in which Sandringham East Primary School will seek parent/carer consent and how consent can be provided and/or withdrawn.

As a general rule, use relates to images which are shared and distributed only within the school for school purposes (i.e. ID photos, Compass), whilst disclosure is used for images which are shared and distributed outside of the school staff and are available to other students, parents/carers and the wider school community.

Sandringham East Primary School will ensure that parents/carers are notified upon enrolment and at the commencement of each school year of the ways in which our school may use images of students. There are many occasions during the school year where staff photograph, film or record students participating in school activities or events, for example classroom activities, sports events, concerts, excursions, camps etc. We do this for many reasons including to celebrate student participation and achievement, showcase particular learning programs, document a student's learning journey/camps/excursions/sports events, communicate with our parents/carers and school community in newsletters. These images and videos are also used for marketing and promotion, such as enrolment brochures and school advertising billboards, as well as published to the school's social media accounts.

Sandringham East Primary School will use student images reasonably, appropriately and sensitively, consistent with our obligations under the Child Safe Standards and our school's Child Safety Policy. If at any time a parent/carer or student has a concern about the use of any images they should contact the school Principal, Assistant Principal or administration office.

In addition to the processes outlined below, parents/carers can contact the Principal, Assistant Principal or administration office at any time to withdraw their consent for any future collection, use or disclosure of images of their child. However:

- if the images have already been published and are in the public domain, it may not be possible for consent to be withdrawn.
- The school can still collect, use and disclose images in circumstances where consent is not required (see below for more information).

### School assemblies, performances, sporting events and other school approved activities

Sandringham East Primary School endeavours to respect the privacy of all members of our school community and **requests that parents/carers, students and invited guests do not photograph, film or record** school assemblies performances, sporting events and other school-approved activities.

Neither the school nor the Department own or control any images of students taken by parents/carers, students or their invited guests at school activities.

### Images for use and disclosure within the school community and ordinary school communications

From time to time Sandringham East Primary School may photograph, film or record students to use within the school community, including:

- for display in school classrooms, on noticeboards etc.
- to support student's health and wellbeing (e.g. photographs of pencil grip to assist in OT assessments)
- photographs taken by students or teachers for educational purposes, such as classroom charts or the Investigations photographer.

Photographs or videos taken in these circumstances must not be publicised or published to the wider community if the child's parent/carer has not provided media consent, although may be displayed within the classroom/school (such as a poster in the classroom).

An Annual Consent Form and Collection Notice will be distributed to parents/carers on enrolment and also at the beginning of each school year.

### Images to be used or disclosed outside the school community

#### External use or disclosure by the school

Photographs, video or recordings of students may also be used in publications that are accessible to the public, including:

- on the school's website including in the school newsletter which is publicly available on the website

- on the school's social media accounts
- in the school's promotional materials (e.g. enrolment brochure).

The Annual Consent Form and Collection Notice also covers these types of uses and will be distributed to parents/carers on enrolment and also at the beginning of each school year. We will notify you individually if we are considering using any images of your child for specific advertising or promotional purposes.

## **Media**

The media, or the Department of Education and Training's media team, may seek to photograph, film or record students for a news story or school event. This may include broadcast media, online or social media or print media, including newspapers and magazine publications.

When our school receives such requests Sandringham East Primary School will:

- provide parents/carers with information about the organisation involved and when/for what purposes the photography, filming or recording will occur
- seek prior, express parent/carer consent in writing.

Students will only be photographed, filmed or recorded by the media at school if express consent is provided for that specific media event. Neither the school nor the Department own or control any photographs, video or recordings of students taken by the media.

## **Other external collection, use or disclosure**

If there is a situation which will involve the collection, use or disclosure of images of students by or to third parties which is not otherwise covered by this policy, Sandringham East Primary School will:

- provide parents/carers with information about the event or activity, the organisation involved and when the photography, filming or recording will occur
- seek prior, express parent/carer consent in writing.

## **Staff use of personal devices**

School staff may use their own personal devices, or school-provided iPad, to capture images of students for reasonable and legitimate educational purposes. If this occurs, staff are expected to upload the images to the school database and delete the images from their device within a week of the images being captured.

## **Official school photographs**

Each year Sandringham East Primary School will arrange for a professional photographer to take official school photographs of students. This will generally involve both class photos and individual photos being taken.

Official school photographs may be:

- purchased by parents/carers
- stored on CASES21 for educational and administrative purposes.

Sandringham East Primary School will notify parents/carers in advance of the official school photographs being taken to give them an opportunity to decide whether their child will be included in the official school photographs.

Parents/carers who choose to opt-out of having their child participate in official school photographs must contact the school before the date photos are scheduled to be taken to advise that their child will not participate. There is no obligation on any parent or carer to purchase any photographs taken.

### Images to manage student behaviour or fulfil our school's legal obligations

On occasion it may be necessary for school staff to photograph, film or record students when necessary to:

- fulfil legal obligations, including to:
  - take reasonable steps to reduce the risk of reasonably foreseeable harm to students staff and visitors (duty of care)
  - provide a safe and suitable workplace (occupational health and safety law)
- for identification purposes, when necessary to implement behaviour management policies.

Sandringham East Primary School does not require or obtain consent from parents/carers or students to photograph, film or record students for these reasons. However, when Sandringham East Primary School photographs, films or records a student for any of these purposes, staff will only collect and use such images in a way that is reasonable and appropriate in the circumstances.

### FURTHER INFORMATION AND RESOURCES

- School Policy and Advisory Guide: [Photographing and Filming Students](#)

### REVIEW CYCLE AND EVALUATION

This policy was last updated on **Tuesday 18<sup>th</sup> August 2020** and is scheduled for review every **4 years**.