



PHOTOGRAPHING, FILMING AND RECORDING POLICY

PURPOSE

The purpose of this policy is to explain to parents/carers how Altona 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and disclose photographs, video and recordings of students, how parent/carer consent can be provided and how it can be withdrawn.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. It does not cover the use of Closed-Circuit Television (CCTV). 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.

DEFINITIONS

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.

POLICY IMPLEMENTATION

This policy outlines the practices that Altona 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the circumstances in which Altona Primary School will seek parent/carer consent and how consent can be provided and/or withdrawn.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.

Altona Primary School may require photos and filming of students during school and out of hours school events. **No photographs or filming will occur at the school or school related events (including excursions, incursions and camps) without prior notice, permission from parents and supervision by teachers.**

Photographs and filming may include the following:

- Individual and classroom photographs to be taken each year;
- the collection, use and disclosure of other school photos, video, film and digital images that may be taken by the school from time to time;
- media to take photographs and film of the students;
- parents/carers and students recording of school performances, school activities and other school approved activities.



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Altona 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. 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 and communicate with our parents/carers and school community in newsletters.

Altona 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 classroom teacher or a member of the Leadership Team using the school email. An Annual Consent Form and Collection Notice will be distributed to parents/carers on enrolment and also at the beginning of each school year. (see **Appendix A**)

In addition to the processes outlined below, parents/carers can contact the school by phone or email 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;
- There may be occasions when the school will record whole school or large group events such as school concerts/events/ sports events and if your child participates, they may appear in these recordings which will be available to the whole school community;
- The school can still collect, use and disclose images in circumstances where consent is not required (see below for more information).

Altona Primary School will exercise special care and diligence when photographing and filming Aboriginal and Torres Strait Islander individuals and communities (where applicable). Premised on mutual respect, trust and the principle of free, prior and informed consent, the following will be discussed with the appropriate custodian/s prior to taking any footage:

- a) a clear explanation of the film or photo process
- b) proper information about the project, including the message, the medium and the audience
- c) all proposed and foreseeable uses of the material, including secondary uses
- d) the impacts of the material being disseminated
- e) timeframes
- f) any relevant intellectual property matters
- g) that the person can choose not to be photographed or filmed.

Official school photographs

Each year Altona 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;
- used for school identification cards;
- uploaded to Compass for student identification;



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- stored on CASES21 for educational and administrative purposes.

Altona 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 Business Manager 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.

Note: Schools must ensure that a professional photographer engaged by the school sign a Confidentiality Deed prior to being permitted to take school photographs.

Collection, use and disclosure by the school

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

- in the school's communication, learning and teaching tools that can only be accessed by students, parents or school staff with passwords eg Compass, Google Classroom;
- for display in school classrooms, on noticeboards within the school;
- Year 6 Yearbook.

An Annual Consent Form and Collection Notice will be distributed to parents/carers on enrolment and communicated to families at the beginning of the year to notify the school of any changes to consent held at 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*. **See Appendix A**

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

Collection type	School Use	Disclosure to third parties	Documentation required
Official school photographs	<ul style="list-style-type: none"> • Storage on CASES21 • School identification cards 	<ul style="list-style-type: none"> • Parents / guardians • School magazine 	<ul style="list-style-type: none"> • School-level policy • Specific Consent Form for School Photographs
Other school photos, video, film, digital images	<ul style="list-style-type: none"> • School newsletters • Intranet • Within the school 	<ul style="list-style-type: none"> • School magazine • School website • Other internet websites • Media 	<ul style="list-style-type: none"> • School-level policy • General Consent Form (if for school use only) • Specific Consent Form (if for disclosure to third parties) • Copyright Release Form
Closed circuit television (CCTV)	<ul style="list-style-type: none"> • Detect and deter vandalism, graffiti or other unwanted activities. 	<ul style="list-style-type: none"> • Only in very restricted and limited circumstances 	<ul style="list-style-type: none"> • Compliance with legislation including the <i>Surveillances Devices Act 1999 (Vic)</i>.



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Collection type	School Use	Disclosure to third parties	Documentation required
	<ul style="list-style-type: none"> Monitor outdoor areas, corridors and other areas of the school. <p>Prohibited in the following circumstances:</p> <ul style="list-style-type: none"> 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. 	<p>Note: Contact the Legal Services Unit to obtain advice about your particular circumstances</p>	<ul style="list-style-type: none"> Compliance with Department policies – contact the Security Services Unit for assistance with the guidelines and the approval process

Collection, use and disclosure by third parties

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.

This table summarises what documentation is required to enable third parties to collect photographs, video and digital images in these circumstances.

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;
- in the Year 6 Yearbook.

The Annual Consent Form and Collection Notice also covers these types of uses and will be distributed to parents/carers on enrolment. Communication to families at the beginning of each school year requesting any changes to the current consent. Families will be notified individually if we are considering using any images of children for specific advertising or promotional purposes. **(Appendix B)**

Third party	Documentation required
Parents / guardians	<ul style="list-style-type: none"> School-level policy
Students	<ul style="list-style-type: none"> School-level policy
School photographer	<ul style="list-style-type: none"> School-level policy Specific consent form for school photographs Confidentiality Deed
Other professional photographer	<ul style="list-style-type: none"> School-level policy Specific consent form Confidentiality Deed
Media	<ul style="list-style-type: none"> School-level policy Specific consent form

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.



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When our school receives such requests Altona 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.

School performances, sporting events and other school approved activities

Altona Primary School permits parents/carers, students and invited guests to photograph, film or record school performances, sporting events and other school-approved activities.

Altona Primary School requests that parents/carers, students and invited guests who photograph, film or record school activities only do so for their own personal use and **do not** publish the images in any form, including on social media, without the prior consent of persons whose children also appear in the images.

Note: To publish photos of students without their *written* parental consent on personal social media sites is a reportable offence. If parents wish to publish images of students other than their own children on their personal social media, they must have written consent prior to the event

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.

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

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

Consent forms

This table describes the consent forms and their purposes:

Form	Purpose
Specific Consent Form for School Photographs	Schools usually arrange for a photographer to take individual, class or teaching photographs that are later sold to parents/carers. Before the photographer comes to the school the school must provide the parents/carers with a written notice of when photographs should be taken. This form must also include information about the storage of these photographs on CASES21 and the proposed other use of the individual photograph. Parents/carers can provide informed consent or withhold consent for the collection, use and disclosure of their child photographs at any time by contacting the school. Note: In CASES21 the student photo is used by the school for educational and administrative purposes. Access to CASES21 is restricted to school employees approved by the school principal and Department technical support staff.



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General Consent	Schools should develop this form for the collection and use of photographs, video, film, and digital images taken by the school. This should cover generic uses such as publication in the school newsletter, school magazine, on the intranet, and within the school. This form should be distributed regularly, preferably at the beginning of each school year.
Specific Consent	Schools should develop this form for the collection, use and disclosure of photographs, video, film, and digital images whenever one or more of the following circumstances apply: <ul style="list-style-type: none"> • any circumstances that is not covered by the general consent form • if the circumstances are unique or different • if it may involve disclosure to third parties. It is important that the form contains specific and detailed information about the proposed collection, use and disclosure. This will ensure that the school obtains informed consent from the parents/carers to collect, use and disclose the “personal information” of their child.

Copyright release form

Photographs, video and digital images of students may also contain copyright and are therefore also governed by the *Copyright Act 1968* (Cth). It may be necessary for the school to obtain a license from the student(s) to use and/or disclose this material. If the school is unsure whether a copyright release form is necessary in a particular circumstance, they should contact the Legal Services Unit for advice

- *Education and Training Reform Act 2006*
- *Information Privacy Act 2000*

FURTHER INFORMATION AND RESOURCES

Related School Policies

- Concerns and Complaints Policy
- Digital Technologies Acceptable Use Policy
- Child Safe Policy
- Duty of Care Policy

Related DET Resources

<https://www.education.vic.gov.au/school/principals/spag/safety/pages/photoandfilm.aspx>

Appendices related to this policy

Appendix A: Photographing and Filming Consent Form

Appendix B: Third Party Photographing and Filming Consent Form

EVALUATION AND REVIEW

This policy will be reviewed as part of the review cycle or directly after any breach of this policy or breach of the *Education and Training Reform Act 2006* and *Information Privacy Act 2000*. This policy will be regularly communicated to the parents/carers and students through the school’s communication channels such as website, newsletter and COMPASS portal.