

PHOTOGRAPHING, FILMING AND RECORDING STUDENTS POLICY

Lowanna College: School Number 01-8821

Rationale:

Lowanna College will collect, use and disclose images of students for a range of purposes. It is important that the photography, filming and recording of students be managed in a manner that is appropriate, whilst maintaining compliance with relevant laws and parent/carer consent.

Aim:

To explain to parents/carers how Lowanna College 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and disclose photographs, video and recordings of students, how parent/carer consent can be provided and how it can be withdrawn.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). The use of CCTV is covered in our school's 'CCTV Policy'.

Implementation:

1. This policy outlines the practices that Lowanna College 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the circumstances in which Lowanna College will seek parent/carer consent and how consent can be provided and/or withdrawn.
2. 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.
3. Lowanna College will ensure that parents/carers are notified upon enrolment 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, and camps. We do this for many reasons, including to celebrate student participation and achievement, showcase particular learning programs, document a student's learning journey, communicate with our parents/carers and school community in newsletters and/or our Facebook page, and highlight the success of camps, excursions and sports events.
4. Lowanna College 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 College to make an appointment with the Principal.
5. In addition to the processes outlined below, parents/carers can contact the College at any time to withdraw their consent for any future collection, use or disclosure of images of their child. However:
 - a. If the images have already been published and are in the public domain, it may not be possible for consent to be withdrawn.
 - b. There may be occasions when the school will record whole of school or large group events [and make those recordings available to the school community through DVD sales etc.], such as Debutante Balls,

school productions, awards nights, and sport events. If your child participates, they may appear in these recordings that will be available to the whole school community.

- c. The school can still collect, use and disclose images in circumstances where consent is not required (see below for more information).

6. Official school photographs:

- a. Each year, Lowanna College 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:
 - i. Purchased by parents/carers;
 - ii. Used for school identification cards; and/or
 - iii. Stored on CASES21 for educational and administrative purposes.
- b. Lowanna College 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.
- c. Parents/carers who choose to opt-out of having their child participate in official school photographs must contact the College 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.

7. Images for use and disclosure within the school community and ordinary school communications:

- a. From time to time, Lowanna College may photograph, film or record students to use within the school community, including, but not limited to:
 - i. In the school's communication, learning and teaching tools (for example, emails, classroom blogs or apps that can only be accessed by students, parents or school staff with passwords, such as Compass);
 - ii. For display in school classrooms, on noticeboards, etc.
- b. A Consent Form and Collection Notice (attached) will be provided to parents/carers on enrolment.

8. Images to be used or disclosed outside the school community:

- a. External use or disclosure by the school:
 - i. Photographs, video or recordings of students may also be used in publications that are accessible to the public, including, but not limited to:
 - 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 magazine.
 - ii. The Consent Form and Collection Notice also covers these types of uses and will be distributed to parents/carers on enrolment. Lowanna College will notify parents/carers individually if we are considering using any images of your child for specific advertising or promotional purposes.
- b. Media:
 - i. The media, or the Department of Education and Training's (DET) 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.
 - ii. When our school receives such requests Lowanna College 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.

- iii. 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 DET own or control any photographs, video or recordings of students taken by the media.
 - iv. For school staff, a template 'Media Cover Letter' and 'Media Consent Form' can be found on <https://edugate.eduweb.vic.gov.au/edrms/keyprocess/cp/SitePages/SchoolPoliciesDetail.aspx?CId=81>
- c. Other external collection, use or disclosure:
- i. 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, Lowanna College 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.
 - ii. For school staff, a template 'Specific Event Cover Letter' and 'Specific Event Consent Form' can be found on: <https://edugate.eduweb.vic.gov.au/edrms/keyprocess/cp/SitePages/SchoolPoliciesDetail.aspx?CId=81>
9. School performances, sporting events and other school approved activities:
- a. Lowanna College permits parents/carers, students and invited guests to photograph, film or record school performances, sporting events and other school-approved activities.
 - b. Lowanna College 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.
 - c. Neither the College nor the DET own or control any images of students taken by parents/carers, students or their invited guests at school activities.
10. Images to manage student behaviour or fulfil our school's legal obligations:
- a. On occasion it may be necessary for school staff to photograph, film or record students when necessary to:
 - i. 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 discipline and/or behaviour management policies.
 - ii. Lowanna College does not require or obtain consent from parents/carers or students to photograph, film or record students for these reasons. However, when Lowanna College 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.

Evaluation:

This policy will be reviewed as part of the College's three-year review cycle.

This policy was last ratified by College Council on 19 November 2018.



Photographing, Filming and Recording Students Consent Form and Collection Notice

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, and camps. We do this for many reasons, including to celebrate student participation and achievement, showcase particular learning programs, document a student's learning journey, communicate with our parents/carers and school community in newsletters and/or our Facebook page, and highlight the success of camps, excursions and sports events.

This notice applies to photographs, video or recordings of students that are collected, used and disclosed by the school. We ask that any parents/carers, or other members of our school community, photographing, filming or recording students at school events do so in a respectful and safe manner and that any photos, video or recordings ("images") of students are not publicly posted (e.g. to a social media account) without the permission of the relevant parent/carer.

If you do not understand any aspect of this notice, or you would like to talk about any concerns you have, please contact our school on (03) 5127 9200.

A. Use or disclosure within the school community

Unless you tell us otherwise below, images of your child may be used by our school within the school community, as described below.

Photographs, video or recordings of students may be used within the school community in, but not limited to, the following ways:

- In the school's communication, learning and teaching tools (for example, emails, classroom blogs or apps that can only be accessed by students, parents or school staff with passwords, such as Compass);
- For display in school classrooms, on noticeboards, etc.

B. Use or disclosure in publications/locations that are publicly accessible

Unless you tell us otherwise below, photographs, video or recordings of students may also be used in publications that are accessible to the public, including, but not limited to:

- 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 magazine.

Your child may be identified by name in these images (or not named at all).

Lowanna College will notify you individually if we are considering using any images of your child for specific advertising or promotional purposes.

Privacy

Photographs, video and recordings of a person that may be capable of identifying the person may constitute a collection of 'personal information' under Victorian privacy law. This means that any images of your child taken by the school may constitute a collection of your child's personal information. The school is part of the Department of Education and Training (the Department). The Department values the privacy of every person and must comply with the Privacy and Data Protection Act 2014 (Vic) when collecting and managing all personal information. For further information see Schools' Privacy Policy (<http://www.education.vic.gov.au/Pages/schoolsprivacypolicy.aspx>).

Ownership and Reproduction

Copyright in the images will be wholly owned by the school. This means that the school may use the images in the ways described in this form without notifying, acknowledging or compensating you or your child.

Opt Out

Lowanna College understands that parents and carers have the right to withhold permission for our school to use photographs, video or recordings of your child (apart from circumstances where the school is not required to seek consent – please see our 'Photographing, Filming and Recording Students Policy').

If you have read this notice and are comfortable with the school using photos, video or recordings of your child as described above, you do not need to take any further action.

However, if you have decided that you do not want images of your child to be collected or used by our school, please complete the form below and return it to the General Office.

I have read this form and I do not consent to Lowanna College using photos, video or recordings of my child (named below) to appear in the following ways:

- Use within the school community (e.g. In the school's communication, learning and teaching tools (for example, emails, classroom blogs or apps that can only be accessed by students, parents or school staff with passwords, such as Compass), for display in school classrooms, on noticeboards, etc.)
- Use in publications/locations that are publicly accessible (e.g. on the school's website, school newsletter, school magazine, on the school's social media accounts, in promotional material for the school)

Note that you may choose to opt out of both, or only one, type of use.

Further information is available in the Lowanna College 'Photographing, Filming and Recording Students Policy'

Name of Student	
Name of Parent/Carer	
Signature	
Date	