



Photographing, filming and recording students policy

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Purpose

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and disclose photographs, video and recordings of students, how parent/carer consent can be provided and how it can be withdrawn.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

Policy

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the circumstances in which Cudjee Primary School will seek parent/carer consent and how consent can be provided and/or withdrawn.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

Cudjee 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.

Cudjee 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.

In addition to the processes outlined below, parents/carers can contact the school business manager 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 of school or large group events, such as at the school concert, speech nights, 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).

Official school photographs

Each year Cudgee 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
- stored on CASES21 for educational and administrative purposes.

Cudgee 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 Principal 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 for use and disclosure within the school community and ordinary school communications

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

- 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 eg Sentral, Class Dojo etc.)
- for display in school classrooms, on noticeboards etc.
- in the school's newsletter
- to support student's health and wellbeing (eg photographs of pencil grip to assist in OT assessments)

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
- on the school's social media accounts
- in the school term Newsletter, 'Cudgee Update' distributed to the wider Cudgee Community

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.

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 Cudgee 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. (See appendix ii)

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, Cudgee 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.

School performances, sporting events and other school approved activities

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

Cudgee 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.

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 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 discipline and/or behaviour management policies.

Cudgee Primary School does not require or obtain consent from parents/carers or students to photograph, film or record students for these reasons. However, when Cudgee 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.

APPENDIX I **Photographing, Filming and Recording students Annual Consent Form**

From time to time student photographs are published in the school newsletter, local media, social media and on the school's website. They are used to display and highlight the special events, everyday activities and learning opportunities at school. They are published to inform students, parents and the wider community about the school and also for promotional reasons.

We require your permission to publish your child's image in these locations. Please discuss these with your child and tick where you give permission.

	I give permission for my child's image to be published in the fortnightly school newsletter (identified by first name only, which is sent by hard copy, published in Sentral (parent/student school portal) and emailed to parents and not placed on the school website.
	I give permission for my child's image to be published in the Cudgee PS Community Newsletter Cudgee Update (no names attached specifically to photos of individuals – also placed on school website)
	I give permission for my child's image to be published on the school Facebook page which is a public page. (No names will be attached to posts with images and any comments that identify children by name will be removed)

Child's Name _____ Child's Signature _____

Parent's Name _____ Parent's Signature _____

As a parent you may also end up in photos in the above situations. Tick the relevant box and list any publications you **do not** wish your photo to be published in.

Parent / Guardian 1	Parent / Guardian 2
Name:	Name:
<input type="checkbox"/> I am happy for my image to be published. <input type="checkbox"/> I do not want my image published in...	<input type="checkbox"/> I am happy for my image to be published. <input type="checkbox"/> I do not want my image published in...
We agree to seek permission from parents/guardians to publish any images of other children that you make take at school events on your own personal social media pages.	
Signed:	Signed:

APPENDIX ii **Specific Consent letter/form for Media and other external collection, use or disclosure**

Dear Parents and Carers

Event at our school

Please provide a clear description of the event taking place at your school – including (a) where, when and why the event is taking place and (b) the activities which participating students will be involved in. The purpose of this description is to fully inform parents/carers of the nature of the event.

[SAMPLE: On 2 February 2018, Example Theatre Company will be attending our school to perform a play for grade 6 students. The event is interactive and some students may be invited to participate in the performance. Example Theatre Company may film, photograph and/or audio record the event. This is an exciting event for our students.]

Your consent

Our school seeks your consent to allow your child to participate in the event which may include them being photographed, filmed and/or audio recorded by [insert organisation/s].

Any photographs, video and audio recordings of the event will be owned by whichever organisation makes the recording. This means, for example, that the organisation may publish any photos or other recording taken of your child. Participating organisations may do so without notifying or compensating you.

Please read the attached consent form carefully. If you have any questions about this event or the consent form, please contact [insert school contact name and number or email address]

Kind regards

[Sender's name]

Consent Form

Name of Student: _____

I, _____ the parent/carer of this student, consent to my child attending [INSERT name of event] on [INSERT date] and being filmed and/or photographed and/or audio recorded by [insert details of organisation/s] during the event.

I acknowledge that this means:

- a) participating organisations may ask my child questions and my child's responses may be recorded;
- b) any photographs, video or audio recording (**recording**) of my child will be owned by the participating organisations that captures each recording; and
- c) this means that participating organisations may then broadcast, publish, distribute, or reproduce the recordings as they choose to without notifying or remunerating me or my child.

I understand that I can only withdraw my consent for my child to participate before the event occurs and I must contact [insert school contact person, phone number and/or email address] to do so.

Date: / /

Signature: _____

Name of parent/carer: _____

Contact number: _____