



Chelsea Heights Primary School

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POLICY NO. WEL015 Photographing and Filming Students Policy

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RATIONALE

Photographs and video for school and family use are a source of innocent pleasure and pride, which can enhance the self-esteem of children and young people and their families.

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).

Parents should not be stopped taking photographs for their own private use because of concerns of contravening the *Information Privacy Act 2000* (Vic).

This policy will apply to all forms of publications; print, film, video, DVD, on websites and in the professional media.

AIM

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.

IMPLEMENTATION:

The principal (or representative) will:

- advise 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
- the school will provide a guide for parents wishing to film or photograph their children at school events. See Appendix 1.



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Consent forms

- All parents of pupils in the school will be asked to sign a consent form to give permission to publish photographs in public places (including websites). – see Appendix 2
- If parents/ carers disagree over consent for their child, it will be treated as if consent has not been given.
- All adults in the school will be asked to sign a consent form to gain permission to publish photographs in public places (Including websites), this may include parent helpers, integration aides, etc. – see Appendix 3

The school will ensure that professional photographers engaged by the school sign a Confidentiality Deed prior to being permitted to take school photographs.

Use of images

Parents and carers

- The school will decide if the event is one at which photography and videoing will be permitted. When informing parents of the event, they will be informed of the schools decision
- If general shots are to take place at events such as at a school fete, visitors will be warned in the invitation, so that general consent is implied by attendance
- Only images of children suitably dressed will be allowed, to reduce the risk of images being used inappropriately. Special consideration will be given to photographs taken during PE (sports day) and swimming.
- Those parents and carers in the school to help with assisting children to dress or change will not be allowed to take photos or videos during this time.

Schools

- If a photograph is likely to be used again it will be stored securely and only accessed by those people authorised to do so.
- When photos are kept electronically the image will be destroyed when the photo is no longer required. (e.g. electronic storage devices will have images permanently deleted or made unusable)
- Some photos/videos may be kept for historical purposes e.g. special events in the school's history,

Children who should not be identified

Every effort will be made by the school to prevent capturing of the image of any child who should not be identified.

Media photographing and filming

If the media are invited into school for publicity purposes parents/carers of those children likely to appear will be informed and permission will be sought before students are photographed/filmed.

Video conferencing

Where parents have asked that their children's images should not be included in video conference every effort will be made to avoid this.



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Mobile phones (SMS –short messaging service, camera/video phones)

These phones can take and transmit images and the same rules apply as for other photography.

Guidance for parents taking photographs at school events

Written guidance will be given to parents/carers to the effect that any images must be taken for personal use only and specify that images including others must not be put on the web/internet, and that if they are Data Protection legislation may be contravened.

- A copy of the 'Use your camera and video courteously' code' will be given to all parents/carers. See **Appendix 1**
- Parents/carers will be prompted with a verbal announcement at the start of the event that any images must be taken for personal use only. They will be reminded that such images must not be sold or be put on the web/internet otherwise Data Protection legislation is likely to be contravened.
- People with no connection to our school will not be allowed to photograph – staff will question anyone they do not recognise who is using a camera and or video recorder at events and productions.



Appendix 1

Use your camera and video courteously

A guide for parents who wish to use photography and/or video for a school event

Generally photographs and videos for school and family use are a source of innocent pleasure and pride, which can make children, young people and their families feel good about themselves. By following some simple guidelines we can proceed safely and with regard to the law.

- Remember that parents/carers and others, attend school events at the invitation of the principal and School Council
- The principal and School Council have the responsibility to decide if photography and videoing of school performances is permitted
- The principal and School Council have the responsibility to decide the conditions that will apply so that children are kept safe and that the performance is not disrupted and children and staff not distracted.
- Parents and carers can use photographs and videos taken at a school event for their own personal use only. Such photos and videos (which include students other than their own children) must not be sold and must not be put on the web/internet. To do so may break Data Protection legislation.
- Recording or/photographing other than for your own private use would require the consent of all the other parents whose children may be included in the images.
- Parents and carers must follow guidance from staff as to when photography and videoing is permitted and where to stand in order to minimise disruption to the activity.
- Parents and carers must not photograph or video children changing for performances or events
- If you are accompanied or represented by people that school staff do not recognise they may need to check who they are, if they are using a camera or video recorder.
- Remember that for images taken on mobiles phones the same rules apply as for other photography, you should recognise that any pictures taken are for personal use only.



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Appendix 2

Parental consent form for use of images of children

PERMISSION FOR PHOTOGRAPHS TO BE USED

CHILD'S NAME:.....GRADE:.....

I give permission for my child's photograph to be used by the school for any publication produced by and for the school, publicity purposes and any public performances organised by the school.

Signature of Parent/Guardian:.....Dated:/...../20...

RECORDING AUTHORISATION

CHILD'S NAME:.....GRADE:.....

I give permission for the video recording of the above student for and on behalf of the state of Victoria - in the Department of Education and Early Childhood Development (DEECD). I acknowledge that ownership of any recording will be retained by the Crown in Right of the State of Victoria (DEECD). I authorise the use or reproduction of any recording as stated, to be used by classroom teachers, teaching and learning coaches for the purposes of professional learning. The recording may be used on websites available to the community, teachers and staff of DEECD. If I wish to withdraw this authorisation, it will be my responsibility to inform my child's teacher or principal.

Signature of Parent/Guardian:.....Dated:/...../20...

Appendix 3

Adult consent form for use of images

The school should insert its own consent form.



Consent forms

This table describes the consent forms and their purposes that schools should be aware of:

Form	Purpose
<p>Specific Consent Form for School Photographs</p>	<p>Schools usually arrange for a photographer to take individual, class or teaching photographs that are later sold to parents/carers.</p> <p>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 use of the individual photograph on the student's Ultranet profile.</p> <p>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. If a parent withholds consent or 'opt out' of their child's school photo being use in the Ultranet a blank profile will accompany their child's contributions in the Ultranet.</p> <p>Note 1: 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.</p> <p>Note 2: Access to the Ultranet is restricted and protected by a range of security safeguards. All users are bound by the Terms of Service and Victorian privacy laws, which prohibit the reproduction of people's personal information, including photographs, without their consent. However, like any online or print publishing channel, it is not possible to prevent someone copying an image in the Ultranet and publishing it elsewhere, see: Student Photographs in the Ultranet.</p>
<p>General Consent</p>	<p>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.</p> <p>This form should be distributed regularly, preferably at the beginning of each school year.</p>
<p>Specific Consent</p>	<p>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:</p> <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. <p>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.</p>