

Photographing, Filming and Recording Students Policy

Purpose

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and disclose photographs, video and recordings of students, how parent/carer consent can be provided and how it can be withdrawn.

Outline

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the circumstances in which Melton Primary will seek parent/carer consent and how consent can be provided and/or withdrawn.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

Melton 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 and Class Dojo.

Melton Primary will use student images reasonably, appropriately and sensitively, consistent with our obligations under the Child Safe Standards and our school's Child Safe 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 Principal on 97435335 or via email melton.ps@education.vic.gov.au 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- if the images have already been published and are in the public domain, it may not be possible for consent to be withdrawn.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 and make those recordings available to the school community through DVD sales, such as the school concert, school camps, 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 Melton Primary 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 on Compass
- stored on CASES21 for educational and administrative purposes.

Melton Primary 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 office 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 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

The Consent Form also covers these types of uses and will be distributed to parents/carers on enrolment.

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 Melton Primary 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, Melton Primary 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

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

Melton 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 of any other child 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 to fulfill 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.
- for sick bay/medical identification purposes,

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

Approved at School Council May 17th 2023

MELTON PRIMARY SCHOOL MEDIA POLICY

At Melton Primary School, as part of our normal educational programs, our students and staff work with many forms of information & communication technologies. These include computers, notebooks, tablets, digital cameras (both still and video), interactive whiteboards, microphones, scanners, printers and photocopiers. The students regularly utilise these forms of multimedia to assist them with their learning and with the production of their school work. At times, this work will involve the students recording pictures, videos or the voice of their peers and themselves. These images are for use within the school environment and are not distributed outside of our school community.

We also have numerous educational events that occur throughout the school year where we photograph or record students' participation. Collections of these images are then utilised in a variety of ways. Some of them will be used in our end of year school magazine or placed on display boards throughout the school. As well as this various student groups may receive a DVD with a collection of photos of the events that they were participating in, e.g. the Athletics squad or the Grade 6 compilation DVD to celebrate their graduation. We also digitally record our school concerts. Copies of the concert DVDs are made available for purchase to members of the Melton Primary School community.

These events and recordings are part of the normal day to day and annual events that form part of the educational program for our students.

If you wish to discuss this further please contact the school to speak with either the school Principal or Assistant Principal.

Permission form to allow student's images to be taken and distributed outside of the Melton Primary School community.

Child' name:	Grade
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At other times throughout the school year we may invite outside media into the school to report on, photograph or video activities that are being held at our school. This would usually be the local newspaper but on other occasions may be other forms of external media. As the purpose for inviting these agencies is to publish and display the information, photographs, video etc. to the broader community, outside of the Melton Primary School community we require your permission for this to take place.

If you agree to allow your child to be photographed and included in reports or displays outside of the Melton Primary School community then you will need to sign and return this form to the school. We will not allow external media sources to record and publish images of your child without your signed approval.

I have read the Melton Primary School's Media Policy and Consent Form.

☐ I give permission for my child (as named above), to have his/her image taken and to be used for reports or displays which will be published by external media sources. I understand that this may include newspapers, television or the Internet.

OR

☐ I do not give permission for my child (as named above), to have his/her image taken and used for reports or displays which will be published by external media sources. I understand that this may include newspapers, television or the Internet.

Parent Signature:	Date:
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