

Pembroke Primary School  
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## PEMBROKE PRIMARY SCHOOL

### Photographing and Filming Students Policy

2020

#### **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 and complies with the relevant legislation and Department policy.

Date ratified by School Council: 22<sup>th</sup> November 2019  
Review Date: November 2020

## PURPOSE

To explain to parents/carers how Pembroke 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and disclose photographs, video and recordings of students, how parent/carer consent can be provided and how it can be withdrawn.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 Pembroke 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circumstances in which Pembroke Primary School will seek parent/carer consent and how consent can be provided and/or withdrawn.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 ), 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.

Pembroke 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 [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 on classroom blogs/apps/etc].

Pembroke 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 03 9725 6689 or [pembroke.ps@edumail.vic.gov.au](mailto:pembroke.ps@edumail.vic.gov.au).

In addition to the processes outlined below, parents/carers can contact the Principal in writing by sending an email to [Pembroke.ps@edumail.vic.gov.au](mailto:Pembroke.ps@edumail.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 etc], such as [the school concert, speech nights, sports events etc] 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 Pembroke 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.

Pembroke 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 03 9725 6689 or 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 Pembroke 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 etc)
- for display in school classrooms, on noticeboards etc
- in the school's newsletter
- to support student's health and wellbeing (eg photographs on medical plans)

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 including in the school newsletter which is publicly available on the website
- on the school's social media accounts
- in the school promotional material

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. 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 Pembroke 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.

### 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, Pembroke 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

Pembroke Primary School endeavours to respect the privacy of all members of our school community and requests that parents/carers, students and invited guests do not photograph, film or record school performances, sporting events and other school-approved activities.

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.

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

## FURTHER INFORMATION AND RESOURCES

- School Policy and Advisory Guide: [Photographing and Filming Students](#)