



**PHOTOGRAPHING and FILMING STUDENTS  
SCHOOL POLICY  
November 2017**

This Policy governs how and when students are photographed at Clifton Hill Primary School and whether consent is required. 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.  
(Education and Training Reform Act of 2006 and the Information and Privacy Act of 2000)

Throughout this policy: **the Department** means the Department of Education and Training and **parents**- Includes guardians and carers.

**PURPOSE of this policy**

This policy notifies the school community about how students may be photographed or filmed at our school. Students will only be photographed and/or filmed as described in this policy.

Importantly, this policy explains which types of photographing/filming require the school to obtain prior, specific consent from parents.

For all photography or filming of students the school will either:

1. **Obtain express consent:** Obtain prior, express consent from parents before the proposed event or activity
2. **Allow parents to opt-out:** Notify parents in writing in advance so parents have an opportunity to advise the school that their child cannot participate
3. **Provide notice only:** Parents will be provided with notice of photography or filming in specific circumstance, which are not encompassed by the parameters of the signed photographic consent form.

**1. PRIOR, EXPRESS CONSENT REQUIRED**

**Photographing students and their classroom work for school purposes**

On occasion, staff may wish to take photographs of students in their classroom environment or on school grounds to publish in:

- The school's learning and teaching tools (for example, classroom blogs)
- The school's publicly available website and social media accounts
- Promotional material for the school, including in pamphlets and public advertisements
- The school's newsletter and other communications to the school community and public.
- Displays within the school grounds

Our school will only photograph or film students for these purposes (or for any other incidental purposes related to a classroom activity) after a parent has provided prior, express consent in writing (for example, via a consent form).



## **External media - Photographing and filming students**

The media may at times approach the school seeking to photograph and/or film students for a news story. This may include broadcast media (such as channel 9) or print media including newspapers (such as The Age) and magazine publications. When our school receives such media requests, we will seek prior, express parent consent in writing and describe:

- a. The relevant media organisation involved
- b. When the photography or filming will occur.

Students will only be photographed or filmed 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 or film of students taken by media.

## **2. OPT-OUT ONLY**

### **Official school photographs of students: individual students and each class**

Every year the school arranges for an external company to photograph individual students and each class. Our school notifies parents in advance to give parents an opportunity to opt out of these official school photographs.

The school Principal will be responsible to ensure that the professional photographer engaged by the school signs a Confidentiality Deed prior to being permitted to take school photographs.

Parents that choose to opt-out must contact our school to advise that their child cannot participate.

Unless a child opts out, a school photograph will appear as a profile photo in Compass.

### **SCHOOL PERFORMANCES, SPORTING EVENTS AND OTHER SCHOOL-APPROVED ACTIVITIES**

The school permits parents, students and invited guests to photograph and film school approved events. The school requests that parents and invited guests who photograph or film at school events only do so for their own personal use and do not publish the images on social media or in any form.

Neither the school nor the Department own or control any photographs or film of students taken by parents or their invited guests at these events.

### **SECURITY AND OWNERSHIP OF PHOTOGRAPHS/FILM OF STUDENTS**

#### **Security**

All photographs and/or film of students are stored securely by the school, as required by Victorian privacy law and relevant Department policy.

**REVIEW: November 2020**