



Photography & Videoing Procedure

Introduction

Holy Family School Primary School acknowledges that photography, videoing, filming and taking digital images are useful tools used routinely to document achievement and celebrate success. The school also recognises that families appreciate a visual record of their child's school achievements throughout their schooling whilst acknowledging the educational value of both video and photos in the all aspects teaching and learning.

Holy Family School Primary School ensures that:

- Permission is obtained by parents & guardians before any photographs, video, film, and digital images are taken by the school.
- Photographs, video, film, and digital images taken by the school together with the publication of the name of any student are only used for administrative, archival, communication and marketing purposes, in any school publication, including the internet, as well as in the media.
- Photographs video, film, and digital images are only used for, school portfolios, school displays, advertising, school publications, newsletters, media opportunities, editorial placements and columns, advertorial features, signage, website content and electronic communications.

Purpose & Scope:

The purpose of this procedure is to ensure the safe and responsible collection and use of photographs, video, films and digital images across the Holy Family School Primary School community. It is designed to protect the personal information of individuals and complies with the Privacy & Data Protection Act 2014 (Vic), Copyright Act 1968 (Cth) and Department of Education and Training's (DET) guidelines.

This procedure applies to all staff members, students, parents, guardians and other members of the school community who intend to photograph, video, film or take digital images of any student at Holy Family School Primary School.

Definitions:

For the purpose of this procedure photography, videoing, filming and taking digital images will be defined as Photographing / Videoing.

Photograph: A picture made using a camera in which an image is focussed onto light sensitive material and then made visible & permanent via chemical treatment or digital storage.

Video: The recording, reproducing or broadcasting of moving visual images.

Film: A thin flexible strip of plastic with light sensitive emulsion for exposure in a camera , used to produce photographs or moving images.

Digital Images: Pictures made from elements called pixels that transform images from an analogue medium into electronic data that can be saved, organised, edited, retrieved, and shared through electronic devices such as phones & cameras.

Child Connected Work: Work authorised by the school's Principal, members of the Leadership Team or Board performed by an adult in the school environment while children are present or are reasonably expected to be present.

Procedure:

To ensure that Holy Family School Primary School complies with the Privacy & Data Protection Act 2014 (Vic) & Copyright Act 1968 (Cth) consent will be required before any photograph / video of students can be collected and used. In some instances additional consent may be required to comply with the Copyright Act 1968 (Vic), for example, when disclosing information to third parties, i.e. school publicity, local media or the school website.

Holy Family School Primary School will ensure:

- The protection of all personal information of individuals;
- Respect the individual's right to control how and for what purpose their personal information is used;
- Compliance with relevant legislation and Department of Education and Training's (DET) guidelines;
- Parents & guardians are informed when photographs / videos are to be taken and how they will be stored and used;
- Parents & guardians are provided with the option to withhold or withdraw consent for their child to be photographed / videoed;
- Permission is obtained from all parents' & guardians' before student photographs / videos are published;
- Consideration is given as to how parents & guardians may be permitted to photograph / video their children participating in school events or performances.
- School volunteers are aware of restrictions that apply to taking photographs / videos when participating in 'Child Connected Works'.

Photographing / Videoing Students & their Classroom Work for School Purposes

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

- A class learning environment;
- A school's learning and teaching platform (for example, classroom intranet page);
- 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 community and public.

Staff members at Holy Family School Primary School will only photograph / video students for these purposes (or other incidental purposes related to a classroom activity) after a parent has provided prior consent. Consent is generally obtained at the commencement of each year via the school's consent form.

Staff members will download all images as soon as is practical to the school server and are not permitted to store any image on their own device. Failure to comply with this requirement is a breach of the School's 'Child Safety Code of Conduct' and may result in disciplinary action, including in the case of serious breaches, summary dismissal.

Annual School Photographs

The school will arrange for individual and group photographs to be taken annually. The school will detail the notification, consent and publication procedures and protocols that will be followed via the App, Caremonkey, and the school newsletter. When a professional

photographer is engaged by the school a Confidentiality Agreement will be signed prior to the professional photographer being permitted to take school photographs.

External Media

Holy Family School Primary School will only permit external media organisations to photograph / video students in accordance with the notification, consent and publication procedures and protocols.

When the school receives such media requests, a staff member will seek prior parent / guardian consent in writing. This will describe the purpose of the intended publication, the relevant media organisation involved and when the photography / videoing will occur.

Note: The school does not own or control any photographs or video taken of students under these circumstances. The school will obtain parents / guardian consent prior to the use of photographs or videos by third parties.

School Volunteers & Those Undertaking 'Child Connected Works'

In accordance with the School's 'Child Safety Code of Conduct' members of the school community undertaking 'Child Connected Works' (refer to the definitions section) are;

- Not permitted to photograph / video a student or young person under any circumstances. All photographs / videos will be taken by the supervising teacher.

Where a volunteer is suspected of breaching this obligation the school will take immediate action to address the concern. Where deemed appropriate, this may be referred to Victoria Police.

School Performances, Assemblies, Sporting & Other Sanctioned School Events

Holy Family School Primary School allows members of the school community to take photographs and videos of their children at school assemblies, class presentations, performances, sporting events etc....

In accordance with the Privacy & Data Protection Act 2014 (Vic), Copyright Act 1968 (Cth) & Education Department guidelines, members of the school community are restricted to only photograph / video their children. These images must not be published on social media or in any other form without the prior consent of parents & guardians whose children may unintentionally appear in the images.

The school does not permit any member of the school community or invited guest to take photographs / videos of the school musical production.

Note: The school does not own or control any photographs or video taken by members of the school community or invited guests.

Security and Ownership Of Photographs/Film Of Students

Parents & guardians must note that:

- All photographs / videos of students taken by a school member having received prior consent are owned by the school;
- A record of student consent will be maintained on the school ICT server for staff member reference;
- All photographs / videos of students are stored securely by the school, as required by Privacy & Data Protection Act 2014 (Vic) & Education Department Guidelines.

References

Commonwealth Consolidated Acts: *Copyright Act 1968*

Victorian Government: *Department of Education & Training, Guidelines for Photographing and Filming Students*

Victorian Government: *Education and Training Reform Act 2006*

Victorian Government: *Privacy & Data Protection Act 2014*

www.oxforddictionaries.com

December 5, 2016 – P Wakeling



2017 PHOTOGRAPH/VIDEO PERMISSION FORM

Dear Parent/Guardian

At certain times throughout the year, our students may have the opportunity to be photographed or filmed for our school publications, such as the school's newsletter or website or to promote the school in newspapers and other media. Further to this, classes are encouraged to publish selected work samples (including videos & photos) online in order to create a genuine audience for students' work.

Catholic Education Melbourne (CEM) and the Catholic Education Commission of Victoria Ltd (CECV) may also wish to use student photographs/videos in print and online promotional, marketing, media and educational materials.

We would like your permission to use your child's photograph/video for the above purposes. Please complete the permission form below and return to the school by Friday 3rd February.

As newsletters will commence next and we look forward to photographing our weekly award winners, any failure to return this form will exclude your child.

Thank you for your continued support.

STUDENT'S FULL NAME: _____

YEAR LEVEL: _____

I give permission for (**please tick ✓ all that you agree to**):

<input type="checkbox"/>	Photographs, work samples, video & audio of my child to appear on teacher approved sites such as school blogs and Google Sites . No photos, work samples, audio or videos will be identified with names.
<input type="checkbox"/>	Photographs of my child to appear in the school newsletter, newspaper and website . Examples include weekly award winners and excursion reports. First names will only be used in our newsletter which is emailed to the school community and password protected on the school website. <i>*please be aware if this box is not ticked, your child will have to be excluded from the weekly award winners photo</i>
<input type="checkbox"/>	Photograph/video of my child to be used by the school/CEM/CECV in the agreed publications without acknowledgment, remuneration or compensation.

	<p>CEM/CECV to use the photograph/video in material available free of charge to schools and education departments around Australia for the CEM/CECV's promotional, marketing, media and educational purposes.</p>
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	<p>Licensed under NEALS: The photograph/video may appear in material which will be available to schools and education departments around Australia under the National Educational Access Licence for Schools (NEALS), which is a licence between education departments of the various states and territories, allowing schools to use licensed material wholly and freely for educational purposes.</p>
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I understand and agree that if I do not wish to consent to my child's photograph/video appearing in any or all of the publications above, or if I wish to withdraw this authorisation and consent, it is my responsibility to notify the school.

Name of Parent / Guardian _____

Signed: Parent/Guardian _____

Date: _____

Any personal information will be stored, used and disclosed in accordance with the requirements of the Privacy Act 1988 (Cth).