

Photographing, Filming and Recording students

PURPOSE

The purpose of this policy is to ensure the collection and use of photographs, films and recordings of students at Alkira Secondary College complies with relevant legislation and Department of Education (DET) policy.

DEFINITIONS

- **CCTV**
Video surveillance.
- **Film**
A moving image which may also include sound recordings.
- **Photograph**
A static image in print or digital format.
- **Recording**
Audio recording.

POLICY

Alkira Secondary College acknowledges that photographs, films and other recordings of individuals are considered personal information, and as such are protected by privacy law in the same way as other personal information. They may also be protected by copyright law.

During the school year, there are typically many occasions and events where College staff may photograph or film students participating in College activities and events. These images are used for a variety of purposes including College newsletters, blogs (for example, of classroom activities or camps and excursions), student identification and display in school classrooms. Schools also arrange for official school photographs to be taken each year.

Alkira Secondary College will develop a general consent form (Appendix A) to cover these common school purposes utilising the Department of Education's consent form. Parents or carers can withdraw consent for their child to be photographed or filmed in certain circumstances, by contacting the school in writing.

OFFICIAL SCHOOL PHOTOGRAPHS

Schools usually arrange for a photography company to take individual or sibling photographs that are later sold to parents or carers. Alkira Secondary College will ensure that agreements or contracts with the photographers include a provision on appropriate information handling.

MEDIA

On occasion, the media may attend Alkira Secondary College. In these circumstances, the College will ensure parent or carer consent is obtained before allowing any student to be recorded by the media.

MEMBER OF PARLIAMENT

In line with DET guidelines, Alkira Secondary College will ensure that students are not photographed or filmed during a Member of Parliament's (MP) visit to our College without appropriate consent. This includes the use of students in political material.

CROWD OR EVENT SETTINGS

Crowd shots that do not feature any particular individual do not need signed consent from each person. Opt-out consent can be used instead, where the College may, for example:

- Add information about intended photography and filming to event invitations and newsletter articles.
- Have posters up at entrances to advise that a photographer is present, and ask anyone who does not wish to be photographed to make themselves known.

If parents or carers are taking photographs or video of crowds or performances, the College will consider if there are any opportunities to remind them to use and post the materials respectfully (for example when posting on social media).

RESEARCH

Alkira Secondary College will ensure that parent or carer consent is obtained before allowing any student to be recorded for the purpose of research. This consent will be defined and included in the consent for participating in the research.

USING PHOTOGRAPHS AND FILM FOR COMMEMORATIVE PURPOSES

At times, Alkira Secondary College may wish to use photographs for commemorative purposes. It may not; however, always be possible to seek retrospective consent for photographs already held by the College. In this context, photographs may be used for commemorative purposes without seeking retrospective consent if the risks have been considered and decisions are documented as part of the commemorative project documentation.

When reviewing and assessing the risk and ethical nature of using photographs, the College will ask the following questions:

- Does the photograph or video identify an individual?
- Is it practical to alter the photograph or video to de-identify subjects?
- Is the photograph or video of a sensitive nature?
- Does the photograph or video indicate a health condition?
- Are there cultural considerations?
- Is the location or context sensitive?
- Is the photograph of old documents? Copies of letters or awards may include personal information such as names, signatures, home addresses, and other contact details. Is removal of the information practical?

As part of commemorative processes, school leadership will seek advice from the Privacy team of DET.

CCTV

Parent or carer consent is not required for a school to install closed circuit television (CCTV).

ALL OTHER OCCASIONS

There may be a range of other occasions not captured by the above categories, where students are photographed or filmed. In these circumstances, the College will ensure that a specific consent form will be generated and detail information about the proposed collection, disclosure of 'personal information' of their child and use of images or other recordings.

PHOTOGRAPHS and COPYRIGHT

If a photograph or video has been taken by someone outside the school, copyright permission may need to be gained to establish how that image or footage is used in publications, on websites or social media.

In these circumstances, the College will seek guidance from the Intellectual Property and Copyright division of DET.

THE FOLLOWING LINKS ASSOCIATED WITH THIS POLICY:

Information related to this policy was taken directly from DET's Policy (last updated 15.6.20):

[Photographing, Filming and Recording Students: Policy | education.vic.gov.au](https://www.education.vic.gov.au/photographing-filming-and-recording-students-policy)

[Copyright Act 1968 \(Cth\)](#)

[Privacy and Data Protection Act 2014 \(Vic\)](#)

FURTHER INFORMATION AND RESOURCES

Further Information can be found on the College website:

<http://www.alkirasecondarycollege.com.au/>

REVIEW CYCLE AND EVALUATION

This policy was created in March 2021 and is scheduled for review March 2024.

Appendix A: Example Consent Letter



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Consent Form and Collection Notice

During the school year there are many occasions and events where staff of Alkira Secondary College may photograph, film or record students participating in school activities and events. 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 and school community in newsletters.

This notice applies to photographs, video or recordings of students that are collected, used and disclosed by the College. We ask that any parents/carers or other members of our school community photographing, filming or recording students at College events (e.g. concerts, sports events etc.) do so in a respectful and safe manner and that any photos, video or recordings of students are not publicly posted (e.g. to a social media account) without the permission of the relevant parent/carer.

If you do not understand any aspect of this notice, or you would like to talk about any concerns you have, please contact our school on Phone: (03) 5991 3500 or via email: alkira.sc@education.vic.gov.au

A. Use or disclosure within the school community

Unless you tell us otherwise below, images of your child may be used by our school within the school community, as described below.

Photographs, video or recordings of students may be used within the school community in any of the following ways:

- In the school's communication, learning and teaching tools (for example- emails, classroom blogs or apps that can only be accessed by students, parents/carers or school staff with passwords e.g. Compass).
- For display in school classrooms, on noticeboards etc.
- In the school's newsletter.
- To support student's health and wellbeing.

B. Use or disclosure in publications/locations that are publicly accessible

Unless you tell us otherwise below, 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 the school newsletter which may, at times, be publicly available on the website).
- On the school's social media accounts.
- In the school magazine.

Your child may be identified by first name only in these images (or not named at all).

We will notify you individually if we are considering using any images of your child for specific advertising or promotional purposes.

Privacy

Photographs, video and recordings of a person that may be capable of identifying the person may constitute a collection of 'personal information' under Victorian privacy law. This means that any images of your child taken by the school may constitute a collection of your child's personal information. The school is part of the Department of Education and Training (**the Department**) which values the privacy of every person and must comply with the *Privacy and Data Protection Act 2014* (Vic) when collecting and managing all personal information.

For further information see [Schools' Privacy Policy](http://www.education.vic.gov.au/Pages/schoolsprivacypolicy.aspx)- <http://www.education.vic.gov.au/Pages/schoolsprivacypolicy.aspx>

Ownership and Reproduction

Copyright in the images will be wholly owned by Alkira Secondary College. This means that the College may use the images in the ways described in this form without notifying, acknowledging or compensating you or your child.

Opt Out

Alkira Secondary College understands that parents and carers have the right to withhold permission for our school to use photographs, video or recordings of your child (apart from circumstances where the school is not required to seek consent – see *our Photographing, Filming and Recording Students Policy*).

If you have read this notice and are comfortable with the school using photos, video or recordings of your child as described above, you do not need to take any further action.

However, if you have decided that you **do not** want images of your child to be collected or used by our school, **please complete the form below** and return it to your child's Home group teacher. Please note that it may not be possible for the school to amend past publications or to withdraw images that are already in the public domain.



OPT-OUT FORM

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Please note: Only complete this document if you don't consent to Alkira Secondary College using photos, video or recordings of your child.

Tick the relevant description-

- I don't provide consent for Alkira Secondary College to use within the school community (eg in the school's communication, learning and teaching tools, on display around the school).
- I don't provide consent for Alkira Secondary College to use in publications / locations that are publicly accessible (for example, on the school's website, social media accounts, or in promotional material for the school).

Note:

- You may choose to opt out of both or only one type of use.
- I understand that it may not be possible for the school to amend past publications or to withdraw images that are already in the public domain.
- Further information is available in the Alkira Secondary College's **Photographing, Filming and Recording Students Policy**.

Name of Student:	
Homegroup:	
Name of parent /carer:	
Signature:	
Date:	