



# PHOTOGRAPHING, FILMING AND RECORDING STUDENTS POLICY

## Kingsbury Primary School

### PURPOSE

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disclose photographs, video and recordings of students, how parents/carers consent can be provided and how it can be withdrawn.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

### POLICY

This policy outlines the practices that Kingsbury 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circumstances in which Kingsbury Primary School will seek parents/carers consent and how consent can be provided and/or withdrawn.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 community.

Kingsbury Primary School will ensure that parents/carers are notified upon enrolment and at the commencement of each new school year of the ways in which our school may use images of students. There are many occasions during the school year where staff photographs, film or record students participating in school activities or events which celebrate student participation and achievement. For example, Sporting activities and events, school concerts, art shows, camps, also to communicate with parents/carers and the wider community through newsletters, school magazines and billboards.

Kingsbury 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 the Principal.

In addition to the processes outlined below, parents/carers can contact the school administration and provide in writing their withdrawal of 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If the images have already been published and are in the public domain, it may not be possible for consent to be withdrawn.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, and school magazine, 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 Kingsbury Primary School will arrange for professional photographers to take official school photographs of students. This will generally involve both class and individual photographs being taken.

Official school photographs may be:

- Purchased by parents/carers
- Used for school identification
- Stored on CASES21 for educational and administrative purposes

Kingsbury 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 school administration and confirm in writing, before the scheduled date to advise that their child will not participate. There is no obligation on any parent/carer to purchase any photographs taken.

### **Images for Use and Disclosure within the School Community and Ordinary School Communications**

From time to time Kingsbury Primary School may photograph, film or record students to use within the school community, including:

Use within the school's communication, learning and teaching tools such as email, classroom meetings, and apps that can only be accessed by students, parents or school staff with passwords, e.g. Compass, on-line learning platforms.

Filming and recording of special events such as school concerts and graduations and other presentations.

An Annual Consent Form and Collection Notice will be distributed to parents/carers on enrolment and also at the beginning of each new school year.

## **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:

- The Kingsbury Primary School website (including the school newsletter)
- The Kingsbury Primary School Magazine
- Kingsbury Primary School billboards
- Promotional and advertising materials

The Annual Consent Form and Collection Notice will also encompass these types of uses. It will be distributed to parents/carers on enrolment and also at the beginning of each new 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 DET 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 Kingsbury 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.

## **School Performances, Graduations, Sporting Events and Other School Approved Activities**

Kingsbury Primary School endeavours to respect the privacy of all members of our school community and requests that parents/carers, students and invited guests who photograph, film or record any activities related to the school is only done so for their own personal use. Publishing of images in any form, including on social media, requires the prior consent of the parents/carers whose children also appear in those images.

Neither Kingsbury Primary 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, 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.

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

### **Staff Use of Personal Devices**

School staff may use their own personal devices to capture images of students for reasonable and legitimate educational purposes. If this occurs, staff are expected to upload the images to the school database and delete the images from their device within a week of the images being captured.

## **MORE INFORMATION AND RESOURCES**

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

## **REVIEW CYCLE**

This policy was last updated February 2024 and is scheduled for review in February 2026