



PHOTOGRAPHING, FILMING AND RECORDING STUDENTS POLICY

BLACKBURN LAKE PRIMARY SCHOOL
12 - 14 Florence Street Blackburn 3130

PURPOSE

To explain to parents/carers how Blackburn Lake Primary School (BLPS) 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and disclose photographs, video and recordings of students, how parent/carer consent can be provided and how it can be withdrawn.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 BLPS 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It also explains the circumstances in which BLPS will seek parent/carer consent and how consent can be provided and/or withdrawn.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, Compass), whilst disclosure is used for images which are shared and distributed outside of school staff, students, parents/carers and is viewable by the wider community (i.e. school website).

BLPS 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 celebrate student participation and achievement, showcase particular learning programs, document a student’s learning journey/camps/excursions/sports events/musical productions, communicate with our parents/carers and school community in newsletters and on classroom blogs/apps/etc].

BLPS will use student images reasonably, appropriately and sensitively, consistent with our obligations under the Child Safe Standards and our 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 principal 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, whilst efforts to remove them (for example from a website) will be made, consent cannot be retrospectively withdrawn as the use of these images in the past is not within the control of the school.
- 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 musical, 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 BLPS 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 internal databases for educational and administrative purposes.

BLPS 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 their child's class teacher 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 BLPS 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 e.g. Compass, etc)
- for display in school classrooms, on notice boards etc.
- in the school newsletter
- to support student's health and wellbeing (e.g. photographs of pencil grip to assist in OT assessments)

The BLPS Enrolment form enables parents to give consent for use of images within the school community.

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 e.g. BLPS website, newspapers, billboards.

We will notify you individually and seek permission if we are considering using any images of your child for specific advertising or promotional purposes external to the school.

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 BLPS 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, BLPS 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

BLPS permits parents/carers, students and invited guests to photograph, film or record school performances, sporting events and other school-approved activities.

BLPS requests that parents/carers, students and invited guests who photograph, film or record school activities only do so for their own personal use and do not publish the images in any form, including on social media, without the prior consent of persons whose children also appear in the images.

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 fulfill our school's legal obligations

On occasion it may be necessary for school staff to photograph, film or record students when necessary to:

- fulfill legal obligations, including to:
 - take reasonable steps to reduce the risk of reasonably foreseeable harm to students staff and visitors (duty of care) e.g. where a student has a serious allergy
 - provide a safe and suitable workplace (occupational health and safety law)
 - for identification purposes, when necessary to implement discipline and/or behaviour management policies.

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

Safe use of personal devices

School staff are not permitted to capture images of students on their personal devices. If staff would like to photograph, film or record students, they must use the school's camera or iPads.

COMMUNICATION

This policy will be communicated to our school community in the following ways:

- Available publicly on our school's website
- Included in induction processes for relevant staff
- Included in our staff handbook/manual
- Discussed in an annual staff briefing/meeting
- Made available in hard copy from school administration upon request

FURTHER INFORMATION AND RESOURCES

- The Department's Policy and Advisory Library (PAL):
 - [Photographing and Filming Students](#)

POLICY REVIEW AND APPROVAL

Policy last reviewed	October 2023
Consultation	Staff School Council
Approved by	Principal David Dowson
Next scheduled review date	October 2027