



Alvie Consolidated School

School Policy for the Safe Use of Children's Photographs

Introduction

Schools need and welcome publicity. Children's photographs add colour, life and interest to articles promoting school activities and initiatives. Making use of photographs for publicity materials and to promote the school in the press can increase pupil motivation and staff morale, and help parents and the local community identify and celebrate the school's achievements.

However, photographs must be used in a responsible way. Schools need to respect children's and parents' rights of privacy and be aware of potential child protection issues.

At Alvie Consolidated School every reasonable effort will be made to minimise risk by following the guidelines detailed in this document and by securing parental consent for the use of photographs.

This policy applies to the use of photographs in school publicity materials, on its website and in the press.

Its implementation is the responsibility of all staff. Parents and visitors will be made aware of this policy.

Child Protection

There may be a risk when individual pupils can be identified in photographs. For that reason the Alvie Consolidated School Council have developed this policy to make every effort to minimise risk.

In the event of the inappropriate use of children's photographs the Principal will inform the *Legal Services Unit* and / or the Police.

Photographs and video images of pupils and staff are classed as personal data under the terms of the *Information Privacy Act 2000 (Vic) (IP Act)* Therefore, using such images for school publicity purposes requires the consent of either the individual concerned or in the case of pupils, their legal guardians.

Alvie Consolidated School will not display images of pupils or staff on websites, in publications or in a public place without such consent. The definition of a public place includes areas where visitors to the school have access.

Where photographs are taken at an event attended by large crowds, this is regarded as a public area so it is not necessary to get permission of everyone in a crowd shot. This does not apply to photographs or films taken for personal use by family and friends.

Appropriate Use of Images in School Publicity Materials

The Principal and staff of Alvie Consolidated School will:

Ensure that images are stored securely and used only by those authorised to do so;

- ensure that electronic images are stored on a secure network to which members of the public have no access;
- not use an image of any child who is subject to a court order;
- secure parental consent for the use of children's photographs;
- not use photographs of children or staff who have left the school without their consent

School Website

The advice for using photographs on a website is no different from their use in any other kind of publication or publicity material. However, the Principal and staff of Alvie Consolidated School are aware of the potential risk of inappropriate use of images because of the lack of control over who might see the image and the wide extent of the misuse of the Internet by certain people. The School will seek the consent of parents regarding the use of images on the Internet. Children's names will not be included in photographs of children published on the school website.

The Press

The use of photographs in newspapers and magazines is already subject to strict guidelines:

Journalists must not interview or photograph a child under the age of 16 on subjects involving the welfare of the child in the absence of or without the consent of a parent or other adult who is responsible for the children.

Pupils must not be approached or photographed while at school without the permission of the school authorities.

There is no breach in passing on a child's name to a journalist as long as parental consent has been secured.

Alvie Consolidated School will provide names of children to accompany photographs published in newspapers and magazines only where the parent or guardian have provided their consent.

Filming Events

It is usual for parents to take photographs and videos of children at school events such as the annual school concert and Sports Day. Any objections to this policy should be addressed to the Principal.

On occasions, commercial video films may be made of children on educational visits and performing in school productions. The school will inform parents where arrangements have been made for a commercial photographer to film such an event. Where a commercial photographer is used, the school will follow the guidelines which are as follows:

The school will provide a clear brief about what is considered appropriate in terms of content and behaviour;

The school will issue the photographer with identification which must be worn at all times;

The school will let parents and children know that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films and photographs;

The school will not allow unsupervised access to children or one-to-one photo sessions at home;

The school will not approve / allow photo sessions outside the event or at a child's home.

If children or parents have any concerns about inappropriate or intrusive photography, they should report them to the Principal who would report them in the same manner as any other child protection concern.

Parental Consent

Alvie Consolidated School will seek the consent of parents / guardians regarding the use of photographs of children. The consent will include agreement on:
How and where the photographs will be used, and the period of consent.

The consent form in Appendix A has been produced by the Alvie Consolidated School Council

Monitoring and Review

The policy and consent form to be reviewed every 2 years.

Approved by School council April 2016

APPENDIX A: CONSENT FORM for use of photographic images

Parent(s) or Guardian:

Name of child:

School: Alvie Consolidated School

Occasionally, we may take photographs of the children at our school. These images may be used in our school newsletters, in other printed publications that we may produce, on our school website, or on project display boards in school. We may also make video or webcam recordings for school-to-school conferences, monitoring or other educational use.

Occasionally our school may be visited by the media who will take photographs or film footage of a high profile event, or to celebrate a particular achievement. Pupils will often appear in these images, which may appear in local or national newspapers or on televised new programmes. (See over/Conditions of Use for more information on use of images by the media).

In order that we can protect your child's interests, and to comply with *Information Privacy Act 2000* (Vic) (IP Act) and the Information Privacy Principles contained within it. Photographs, video and digital images of students may also contain copyright, and therefore may also be governed by the *Copyright Act 1968* (Cth) (Copyright Act)., please read the Conditions of Use on the back of this form before answering questions 1-4 below and signing and dating this form. Please return the completed form (one for each child) to school as soon as possible.

- 1. May we use your child's photograph in the School newsletters and other printed publications that we may produce for promotional purposes, or on project display boards, etc? Yes No
- 2. May we use your child's image on our school Website? Yes No
- 3. May we record your child's image on video? Yes No
- 4. May we allow your child to appear in the media as part of school's involvement in an event? Yes No

(Please note conditions of use on the back of this form).

I have read and understand the conditions of use attached to this form.

Parent's or Guardian's signature:

Name (block capitals please):

Date:

CONDITIONS OF USE

1. This form is valid for the period of time your child attends this school unless a change of circumstance is notified. Your consent will automatically expire after this time.
2. The school will not re-use any photographs or recordings after your child leaves this school without further consent being sought.
3. The school will not use the personal details or full names (which means first name and surname) of any child or adult in a photographic image, on video, on our website, in the school prospectus or in any of our other printed publications.
4. The school will not include personal e-mail or postal addresses or telephone or fax numbers on video, on our website, in our school prospectus or in other printed publications.
5. If we use photographs of individual pupils, we will not use the full name of that child in any accompanying text or caption.
6. If we use the full name of a pupil in text, we will not use a photograph of that child to accompany the article.
7. We may include pictures of pupils and teachers that have been drawn by pupils. We may use group or class photographs or footage with very general labels, such as 'a science lesson'.
8. We will only use images of pupils who are suitable dressed.
9. Parents should note that websites can be viewed throughout the world and not just in Australia where Australian law applies.

Notes on Use of Images by the Media

If you give permission for a child's image to be used by the media then you should be aware that: The media will want to use any printed or broadcast media pictures that they take alongside the relevant story; It is likely that they will wish to publish the child's name, age and the school name in the caption for the picture (possible exceptions to this are large group or team photographs); It is possible that the newspaper will re-publish the story on their website, or distribute it more widely to other newspapers or media organisations.