



Photography and Videoing Procedure

Introduction

St Columba's 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.

St Columba's 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, media and social media.
- Photographs video, film, and digital images are only used for, school portfolios, school displays, school advertising and marketing, school publications, newsletters, media opportunities, editorial placements and columns, advertorial features, signage, website content, social media posts and other electronic communications.

Purpose and 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 St Columba's 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), Catholic Education Melbourne 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 St Columba's 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 focused 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.

Social Media: websites and applications that enable users to create and share content or to participate in social networking (*Oxford Dictionary*)

Procedure

To ensure that St Columba's 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.

St Columba's 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, Catholic Education Melbourne 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 and 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 St Columba's 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 obtained at the commencement of each year via the school's consent form. This is collected using digital forms via *Operoo*. 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 *Operoo* 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

St Columba's 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

St Columba's 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), Catholic Education Melbourne & 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 annual school 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), Catholic Education Melbourne & 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

Policy: Photography and Videoing Procedure and Form	Date: 7 th September 2020
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Photography and Videoing Procedure

Dear Parent/Guardian

At certain times throughout the year, our students may have the opportunity to be photographed or videoed by the school for the purpose of portfolios, school displays, advertising, school publications, newsletters, social media or website.

This consent form is to be signed by parents or legal guardians of students at the school who consent for their child to be photographed / videoed by a member of staff member at St Columba's Primary School. This consent form enables any photo / video taken to be used as a display, appear in the school newsletter, for promotional purposes (i.e. rotating as an image in the school foyer), on the school's website or social media platforms. The purpose of the photos / videos is to document achievement and celebrate success at St Columba's Primary School and to communicate these accomplishments to the broader school community.

Please read this form carefully before signing. If you have any queries, please contact the school.

Student Details

Name of Student/s:	
Residential Address of Student/s:	
Name of Persons Giving Consent:	
Relationship with Student (Please circle)	Parent Guardian

Consent

I, _____ (name of parent/guardian) consent to my child being photographed or videoed by a staff member of St Columba's Primary School and for that photo or video image to be included in (tick as appropriate):

- ☐ School Displays
- ☐ The Newsletter
- ☐ Publications
- ☐ Advertising & Promotional Materials
- ☐ Website
- ☐ St Columba's Social Media e.g. Instagram, Facebook

Please note this consent form is for all of the years your child attends St Columba's Primary School, unless otherwise notified. By signing this consent form you also agree to contact the school regarding these permissions should family circumstances change.

Signature: _____ Date: _____