



Lowther Hall Anglican Grammar School

17 Leslie Road, Essendon 3040
PO Box 178, Essendon 3040

Photography and Video Policy



PHOTOGRAPHY AND VIDEO POLICY

Lowther Hall Anglican Grammar School (the “School”)

1. DEFINITIONS

In this policy, a reference to parents and/or guardians includes people or entities who are not parents or guardians but who are party to the enrolment contract by which a student is enrolled at the School.

2 PURPOSE AND CONTEXT OF POLICY

The School's policies in relation to Privacy and Copyright apply to photographs and video images. However, given the different modes of recording and delivery and the potential for widespread availability of images, the School has developed this policy to deal specifically with photographs and video images. The Acceptable Use Policy signed by all students and staff also applies to the use of photographs and video images by students and staff.

This policy specifically relates to:

- the photographing and filming of School events and students and staff members while attending School events, functions, trips and camps
- the use by the School of photographic and video images of students and staff members.

The policy aims to strike an appropriate balance between:

- a) facilitating personal, family and School photography and filming of School events and activities and
- b) the rights to privacy of students, parents and/or guardians and staff members and
- c) the protection of children

3. SCOPE AND APPLICATION

This policy applies to all members of the School community – students, parents and/or guardians, staff members and family and friends.

It applies to all School functions and events, including camps and School trips, regardless of whether they are held on or outside the School's premises or grounds or at private function venues.

4. COLLECTION AND HOLDING OF IMAGES/RECORDINGS/VIDEO BY THE SCHOOL

The School's Privacy Policy deals with the manner and circumstances in which the School collects, holds, uses and discloses personal information contained in photographs, films or other digital images of students, staff and other people who have contact with the School.

4.1 In addition to the broad parameters set out in the Privacy Policy, the School collects photographs/films/images/recordings through:

- recording photographs and films of academic, musical, theatrical, sporting and other achievements of students and staff, student and staff activities and other news likely to be of interest to the School community
- Students are also required to provide a photograph of their image for their School ID card, for publication in The Chronicle and on the School websites and for other displays throughout the school campus.

4.2 The School holds such photographs and films in hard copy and electronic format.

4.3 The School collects images/recordings/video to maintain historical records of the School's past and present students and staff.

5. PUBLISHING, USING AND SHARING

The School publishes and discloses such photographs and films in the School newsletters, Bulletins, magazines, the School's website and other media, on the School's other digital social media platforms, on CDs, memory sticks and other media formats, and via email to parents and/or guardians of students. The School may also publish or disclose images for the purpose of facilitating educational progress. E.g. class weeblys, in-class presentations or displays around the School.

5.1 Use by the School of such photographs and films will be governed by the following principles:

- images will not be used in a way or for a purpose that will be prejudicial to a student's interests
- images will be used where students are dressed in the official school uniform or sports uniform (or casual clothes at a School or School related event such as camps or excursions) and images of students in swimming costume will only be used if the circumstances are considered appropriate
- only necessary personal information of a student will accompany an image – contact details, middle names and addresses will not be used except on material intended to be kept confidential to the School and staff
- images will not be used for specific marketing and promotion purposes or in commercial media without the written consent of the student and/or her parents and/or guardians.

5.3 The School will endeavour to inform students as to when photography and filming is taking place and the context in which the resulting images will be used.

5.4 In the event that any parent and/or guardian, staff member or student does not want images of them or her/ their daughter to be used as set out in this Policy, then a written request to opt out of such activity should be sent to the Privacy Officer at the School privacy@lowtherhall.vic.edu.au.

6. PHOTOGRAPHY AND FILMING AT SCHOOL EVENTS BY PARENTS AND MEMBERS OF THE COMMUNITY

The School understands that students, parents and/or guardians, family and friends may wish to take photographs or films of students and their friends during School events or activities.

The School encourages the taking of photographs and video images (provided that such activity is not in breach of copyright or some other legal right) and does not generally prohibit the taking of photographs or films at School events or activities although it has the right to do so. There may be circumstances in which the School prohibits photography and filming and this is set out below.

Generally speaking, when taking photographs or films of students or staff, consent or permission of other parents whose children will be included in the photograph or film does not need to be obtained unless the School advises otherwise in relation to a specific event. However, the School expects that those who take photographs and films consider the concerns and sensitivities of those who do not wish to be photographed or filmed and that you ensure that any images taken are not inappropriate, that they are respectful and not offensive and that they are used in a way that those in the image would find acceptable and appropriate.

The expectation is that such Images from such photography and filming are not to be used for any commercial purpose and limited to reasonable use and disclosure within the private and domestic sphere. Personal information should not be added to images. People appearing in the images should not be "tagged" online. The image should not be used for any commercial purposes.

6.1 When photography and filming will not be allowed:

There may be events or functions where the School decides to prohibit or restrict the taking of photographs or films or to restrict the times or opportunities at which photographs or filming may take place. There may be situations where private venues require the School to prohibit or restrict the taking of photographs and films. There may also be copyright and other legal

considerations, particularly for example at musical or theatrical performances, which prohibit the taking of photographs or films.

If any prohibitions or restrictions on photography or filming are imposed then the School community will be informed in advance of the event taking place (where possible) and also at the time of the event. All persons attending such functions will be requested to respect and abide by any restrictions the School imposes.

7. INAPPROPRIATE FILMING OR PHOTOGRAPHING

If any member of the School community has concerns about any person taking photographs or films of students in breach of this Policy or for inappropriate, unlawful or indecent purposes, please notify the appropriate Deputy Principal as soon as possible so the School may take appropriate action including reporting such activity to the police.

8. RELATED POLICIES

1. Privacy Policy
2. Acceptable Use policy
3. Copyright Policy

REVIEW

Lowther Hall Anglican Grammar School Policies and Procedures	Ratification Date:
Alteration Permissions:	Moved:
Principal	Amendment:
Deputy Principal - Head of Senior School	Moved
Deputy Principal - Head of Junior School	Review:
Human Resources and Education Operations Manager	Pages: 3
	Appendices: 0