

# Lowther Hall

ANGLICAN GRAMMAR SCHOOL

*All about the girl*

# Photography and Video Policy

Date of last review:	2021
Review cycle:	3 yearly
Review and approval responsibility:	Privacy/ Executive
Category:	Privacy
VRQA required:	Yes
Locations:	O:Drive, LowtherLink, Website



# PHOTOGRAPHY AND VIDEO POLICY

Lowther Hall Anglican Grammar School (the “School”)

## 1. DEFINITIONS

### Parents

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.

### Photograph

Photograph includes still images that are captured in any way including screen shots.

### Video

Video includes any moving picture image that is recorded and/or stored, including recordings of live streams, videoconferencing, etc.

## 2. PURPOSE AND CONTEXT OF POLICY

This policy sits within the broader context of the School’s policies in relation to Privacy and Copyright and deals 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 Photography and Video Policy specifically relates to:

- the photographing and filming of School activities and events (including those relating to teaching and learning)
- the photographing and filming of students and staff members while undertaking School activities, 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

It is designed to ensure that the School meets its obligations in terms of privacy.

## 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 activities and events, including classroom activities, assemblies, camps, special events and School trips, regardless of whether they are held on or outside the School's premises or grounds or at private function venues.

The taking of photos and videos by students and their use of these is covered in more detail in the Acceptable Use Policy.

## 4. COLLECTION AND STORAGE 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 and videos through:

- the official annual school photography process, whereby a 3<sup>rd</sup> party provider is employed to take photos of all students and staff for the purposes of identification and historical record.
- recording photographs and videos 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.
- Virtual classrooms through video conferencing or other software.
- As provided by members of the community and sent to the School.
- Sourced through research.

4.2 The School stores such photographs and videos in hard copy and electronic format. Photographs and videos are stored in accordance with the School's Record Management Policy.

## 5. PUBLISHING, USING AND SHARING

The School publishes photographs and videos on *LowtherLink*, in School newsletters, magazines, the School's website and other media, on the School's other digital social media platforms, e-newsletters, on electronic, film and other media formats, and via email to parents and/or guardians of students.

Individual photographs are published on school issued identity cards. Medical information and medical action plans may also include photographs of individuals for the purpose of identification

The School also publishes photographs and videos in class presentations or displays around the School.

Photographs and videos are used in marketing and promotional materials and shared with the press or with other news outlets.

The School will sometimes share photographs or videos with other educational providers, with host families involved in exchanges, or with organisations with whom the School has an ongoing affiliation.

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

#### 5.1.1 General principles

- images will not be used in a way or for a purpose that will be prejudicial to a student's interests.
- consideration will be given to the attire being worn in photographs and the context of the activity, such as swimming or dance prior to publication.
- only necessary personal information of a student will accompany an image that can be accessed by the public. Contact details, middle names and addresses will not be used except on material intended to be kept confidential.
- The School will endeavour to inform students as to when photography and videoing is taking place and the context in which the resulting images will be used.
- Where students are engaged in activities with a third party provider and photographs or videos are taken, the School will endeavour to ensure that photos or videos are published in line with the above principles.

#### 5.1.2 Consent

- Consent to publish photographs and videos within the School environment, is implied by virtue of enrolment where:
  - the audience is limited to staff and students or;
  - photographs are used for medical or other pastoral purposes or;
  - photographs are used for identification purposes

- photographs or videos are part of the learning process
- the individuals in the photograph cannot be individually easily identified
- At the commencement of each school year - beginning 2022, or on enrolment, consent will be sought for the publication of photographs and videos in the following contexts:
  - Official school publications (printed and/or digital) which are publicly circulated.
  - The School's social media platforms.
- Photographs and videos will not be used for specific marketing and promotion purposes or in commercial media without the express consent of the student (Year 10 and above) and/or a parent or guardian.
- In the event that any parent and/or guardian, staff member or student wishes to withdraw consent within a calendar year, once it has been given, 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](mailto:privacy@lowtherhall.vic.edu.au).

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

- 6.1 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 will support this practice, provided there is no breach of privacy or copyright and subject to the constraints set out in 6.2.
- 6.2 There may be circumstances in which the School prohibits photography and videoing at School events. These may include:
- Events where the School is having official photographs taken.
  - Events where students are present for whom consent is not given for photography or videoing.
  - The nature of the event will be compromised through photography or videoing.
  - Photography or videoing will interfere with another person's enjoyment of the event.
  - The venue at which the event is taking place does not allow photographs or videoing.
  - Recording the event will breach copyright.
- 6.3 When taking photographs or videos at events with more than 20 attendees, consent from those being photographed or videoed does not need to be obtained unless the School advises otherwise in relation to a specific event. The School expects that those who take photographs and videos consider the concerns and sensitivities of those who do not wish to be photographed or filmed and that images taken are respectful and not offensive and that they are used in a way that those in the image would find acceptable and appropriate.
- 6.4 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.
- 6.5 Politicians may not be photographed or filmed without express permission.

## **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 Head of School as soon as possible so the School may take appropriate action including reporting such activity to the police.

## **8: PHOTOGRAPHY AND FILMING IN PUBLIC PLACES OR SPECIFIC VENUE OR ACTIVITY**

If students are participating in an event that is taking place within the public arena then consent for the taking of photographs or filming will not be sought from parents/guardians by the School.

If, however, students are at a specific venue or an activity being conducted by a third party (that is not in the public arena) then parents/guardians will be informed. If the School receives instructions from a parent or guardian that a student cannot be photographed or filmed at a particular venue or event, then it may not be possible for that student to participate in the proposed activity.

## **9. RELATED POLICIES**

1. Privacy Policy
2. Acceptable Use of Information Technology Policy
3. Copyright Policy
4. Records Management Policy