



An Internationally Accredited School

BACKGROUND

During the school year, there are many occasions and events where staff may photograph, film or record students participating in school activities and events. 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, communicate with our parents and school community in newsletters and on classroom blogs/apps/school Facebook page and school yearbook.

This notice applies to photographs, video or recordings of students that are collected, used and disclosed by the school. We ask that any parents/carers or other members of our school community photographing, filming or recording students at school events, for example, concerts, sports events do so in a respectful and safe manner and that any photos, video or recordings of students are not publicly posted to a social media account without the permission of the relevant parent/carer.

If you do not understand any aspect of this notice, or you would like to talk about any concerns you have, please contact our school on 9592 0177.

POLICY

A. Use or disclosure within the school community

Images of your child may be used by our school within the school community, as described below.

Photographs, video or recordings of students may be used within the school community in any of the following ways:

- in the school's communication, learning and teaching tools for example, emails, classroom blogs or apps that can only be accessed by students, parents/carers or school staff with passwords, Compass.
- for display in school classrooms and on noticeboards and TV screens

B. Use or disclosure in publications/locations that are publicly accessible

Photographs, video or recordings of students may also be used in publications that are accessible to the public, including:

- on the school's website including in the school newsletter which is publicly available on the website
- on the school's social media accounts (all posts on our Facebook & Instagram page are monitored by our office staff and only group shots are posted. For any individual, close up head shots used for special achievements, parents are contacted as a courtesy to obtain verbal consent)
- in the school magazine/yearbook

Your child may be identified by first name only in these images or not named.

We will notify you individually if we are considering using any images of your child for specific advertising or promotional purposes.



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PRIVACY

Photographs, video and recordings of a person that may be capable of identifying the person may constitute a collection of 'personal information' under Victorian privacy law. This means that any images of your child taken by the school may constitute a collection of your child's personal information. The school is part of the Department of Education and Training (**the Department**). The Department values the privacy of every person and must comply with the *Privacy and Data Protection Act 2014* (Vic) when collecting and managing all personal information. For further information see [Schools' Privacy Policy](http://www.education.vic.gov.au/Pages/schoolsprivacypolicy.aspx) (<http://www.education.vic.gov.au/Pages/schoolsprivacypolicy.aspx>).

OWNERSHIP

Copyright in the images will be wholly owned by the school. This means that the school may use the images in the ways described in this form without notifying, acknowledging or compensating you or your child.

PARENT OPT-OUT

This policy should be read in conjunction with the following Department policies and guidelines: Brighton Primary School understands that parents and carers have the right to withhold permission for our school to use photographs, video or recordings of your child.

If you have read this notice and are comfortable with the school using photos, video or recordings of your child as described above, **you do not need to take any further action.**

However, if you have decided that you do not want images of your child to be collected or used by our school, please complete the form below and return it to your child's teacher.

I have read this form and I **do not consent** to Brighton Primary School using photos, video or recordings of my child (named below) to appear.

- Within the school community in the school's Compass communication system, learning and teaching tools, on display around the school, in the school's newsletter
- Use in publications/locations that are publicly accessible on the school's website, on the school's social media account (group shots), in promotional material for the school

Name & class of student	
Name of parent/carer	
Signature	
Date	___/___/_____

REVIEW CYCLE

This policy was last ratified by School Council	September 2020
To be reviewed	2023