

1. Purpose & Rationale

This policy covers the collection and use of student photographs, video and digital recordings in schools, and ensures the protection of personal information of individuals and respects the individual's right to control how and for what purpose their personal information is used. At all times the school will comply with the relevant legislation and DET Policy.

2. Policy Goals

This policy outlines the practices that Sandringham College has in place for the collection, use and disclosure of images of students to ensure compliance with the *Privacy and Data Protection Act 2014 (Vic)*. It also outlines the circumstances in which Sandringham College will seek parent/carer consent and how consent can be provided or withdrawn.

3. Implementation

The Principal:

- Will advise parents/guardians and students when photographs and/or film are to be taken and how they will be stored and used.
- Will provide parents/guardians and students with the choice to withhold or withdraw consent for their child/themselves to be photographed or filmed.
- Will control and manage how and when others collect and publish photographs and/or film of students.
- Will also obtain parent/guardian and students permission before a student's photograph and/or film are published.
- Will advise parents/guardians and students whether they are allowed to photograph or film their children/other children participating in school events or performance.
- Will ensure that professional photographers engaged by the school sign a Confidentiality Deed prior to being permitted to take school photographs.

Photographs, video or digital images of a student are considered "personal information" and therefore their use and disclosure are governed by the *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]*.

3.1. Enrolment

Sandringham College will ensure that parents/carers are notified upon enrolment and at the commencement of each school year of the ways in which our school may use images of students. Sandringham College will use student images reasonably, appropriately and sensitively, consistent with our obligations under the Child Safe Standards. If at any time a parent/carer or student has a concern about the use of any images they should contact the College Principal. Parents/carers can contact the College at any time to withdraw their consent for the future collection, use or disclosure of images of their child. However,

- If the images have already been published and are in the public domain, it may not be possible for consent to be withdrawn

- There may be occasions when the whole of school or large group events may be recorded and these recordings available to the school community through sales of photographs/DVD's. If your child participates in these events, such as concerts, speech nights, sports events etc they may appear in these recordings which will be available to the whole school community
- The school can still collect, use and disclose images in circumstances where consent is not required (see below for more information)

3.2. Official school photographs

Each year Sandringham College will arrange for a professional photographer to take official school photos of students. This may involve class, group and individual photos being taken.

Official school photographs may be;

- Purchased by parents/carers
- Used for school identification cards
- Stored on CASES21 for educational and administrative purposes

Sandringham College will notify parents/carers in advance of the official school photographs being taken to provide an opportunity for parents/carers to decide whether their child will be included. Parents/carers who choose to opt out of having their child participate in official school photographs must contact the College before the date photos are scheduled to be taken to advise their child will not participate. Parents/carers should be aware that this may impact on the school's ability to provide identification cards.

3.3. Images for use and disclosure within the school community and ordinary school communications

At Sandringham College, we celebrate the efforts of our students and their participation in school achievements through photographs:

- on display within the school
- on CASES21
- on student ID cards
- on the College Learning Management System
- in the College newsletter
- on the College website
- in articles in local papers
- in school brochures and publications
- in College online media sites.

An annual consent form and collection notice will be distributed to parents/carers on enrolment and also at the beginning of each school year.

3.4. Images to be used or disclosed outside the school community

At Sandringham College photographs, video or recordings of students may also be used in publications that promote our College, including

- on the School's website, including in the school newsletter which is available on the website
- in articles in local papers
- in school brochures and publications
- in College online media sites

The annual consent form and collection notice also covers these types of uses and will be distributed to parents/carers on enrolment and also at the beginning of each school year.

Sandringham College will notify parents/carers individually if we are considering using any images of your child for specific advertising or promotional purposes.

3.5. Media

The media, or the Department of Education and Training's media team, may seek to photograph, film or record students for a news story or school event. This may include broadcast media, online or social media or print media, including newspapers and magazines.

When Sandringham College receives such requests we will:

- Provide parents/carers with information about the organisations involved and when/for what purposes the photography, filming or recording will occur
- Seek prior, express parent/carer consent in writing

Students will only be photographed, filmed or recorded by the media at school if express consent is provided for that specific media event. Neither the school nor the Department own or control any photographs, video or recordings of students taken by the media.

3.6. School performances, sporting events and other approved activities

Sandringham College endeavours to respect the privacy of all members of our school community and requests that parents/carers, students and invited guests do not photograph, film or record school performances, sporting events or other school approved activities for any other purpose other than personal use.

Neither the school nor the Department own or control any images of students taken by parents/carers, students or their invited guests at school activities.

Sandringham College may choose to have events recorded and photographs/DVD made available to parents/carers for purchase. In these instances all parents/carers will be provided with information about the event, the organisation involved, when the recording will occur, how sales will be monitored and we will seek prior, express parent/carer consent in writing.

3.7. Staff use of personal devices

School staff may on occasions use their own personal devices to capture images of students for reasonable and legitimate educational purposes. Staff will only collect and use photographs, films and recordings of students for legitimate educational purposes and will be expected to comply with the guidelines in this policy.

3.8. Images to manage student behaviour or fulfil our school's legal obligations

On occasion it may be necessary for school staff to photograph, film or record students when necessary to:

- Fulfil legal obligations including taking reasonable steps to reduce of the risk of foreseeable harm to students, staff or visitors (Duty of Care) or to provide a safe and suitable workplace (Occupational Health and Safety Law)
- For identification purposes, when necessary to implement discipline and/or behaviour management policies

Sandringham College does not require consent from parents/carers or students to photograph, film or record a student for these reasons. However, when Sandringham College photographs, films or records a student for any of these purposes, staff will only collect and use such images in a way that is reasonable and appropriate in the circumstances.

3.9. CCTV

Sandringham College has applied for and received approval from the Department of Education for the installation and use of CCTV cameras on school premises. 20 CCTV cameras have been installed across the Sandringham College premises

- 10 are located on the Holloway Road Campus
- 10 are located on the Bluff Road Campus

All cameras will be operational at all times.

4. Monitoring & Review

This policy was last updated on May 2020. Please refer to the Sandringham Policy Schedule for the next review date.

5. Definitions

DET – Department of Education and Training

6. References

This policy should be read in conjunction with the following school policies:

School Policy and Advisory Guide: [Photographing, Filming and Recording Students](#)

Policy Number	SC-OP-26	Last Approval Date	January 2024
Policy Owner	Sandringham College	Approved By	School Council
Policy Reviewer	Principal Team	Next Review Date	January 2026
Review Frequency	Document Availability	Policy Delivery	
<input type="checkbox"/> 1 Year <input type="checkbox"/> 2 Years <input type="checkbox"/> 3 Years <input type="checkbox"/> As Required <input type="checkbox"/> n/a	<input type="checkbox"/> College Website <input checked="" type="checkbox"/> Student Compass <input checked="" type="checkbox"/> Parent Compass <input type="checkbox"/> Staff Compass <input type="checkbox"/> Staff Information Drive <input checked="" type="checkbox"/> Enrolment Pack	<input type="checkbox"/> Annual Staff Meeting <input type="checkbox"/> Annual Parent Meeting <input type="checkbox"/> Annual Student Meeting <input type="checkbox"/> Annual School Assembly <input type="checkbox"/> Staff Manual/Handbook <input checked="" type="checkbox"/> College Newsletter <input type="checkbox"/> Staff DL	