

We care about our students at Weeroona College Bendigo and we help them to thrive.

PURPOSE

To explain to parents/carers how Weeroona College Bendigo will collect, use and disclose photographs, video and recordings of students, how parent/carer consent can be provided and how it can be withdrawn.

SCOPE

This policy applies to the general collection, use and disclosure of photographs, video and recordings (“images”) of students. It does not cover the use of Closed Circuit Television (CCTV). The use of CCTV is covered in our school’s CCTV policy.

POLICY

This policy outlines the practices that Weeroona College Bendigo 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 explains the circumstances in which Weeroona College Bendigo will seek parent/carer consent and how consent can be provided and/or withdrawn.

As a general rule, use relates to images which are shared and distributed only within the school for school purposes (i.e. ID photos, Compass), whilst disclosure is used for images which are shared and distributed outside of the school staff and are available to other students, parents/carers and the wider school community.

Weeroona College Bendigo 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. There are many occasions during the school year where staff photograph, film or record students participating in school activities or events.

At Weeroona College Bendigo we celebrate the achievements of our students by mentioning their participation in school events and their achievements in our College Newsletter, Webpage and official College Facebook page.

Occasionally photographs of students are included. We also use photographs of students in our school magazine along with examples of their work. On the school website there are images of students and we identify a student only by their first name, class or year number. If an individual photograph and full name is required, we will only publish this on the website with the consent of the parent and student.

We invite local press to school events and they are expected to follow school policy on the publication of photographs of students. When a story is about an individual achievement, we will always seek your consent before passing information or photographs to the press for publication. Unless a story features an individual child, only group photos are published and students’ identified by first name and year only.

Weeroona College Bendigo will use student images reasonably, appropriately and sensitively, consistent with our obligations under the Child Safe Standards and our school’s Child Safety Policy. If at any time a parent/carer or student has a concern about the use of any images they should contact the general office.

In addition to the processes outlined below, parents/carers can contact the general office at any time to withdraw their consent for any 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.
- The school can still collect, use and disclose images in circumstances where consent is not required (see below for more information).

Official school photographs

Each year Weeroona College Bendigo will arrange for a professional photographer to take official school photographs of students.

Official school photographs may be:

- purchased by parents/carers
- used for school identification cards
- stored on CASES21 for educational and administrative purposes.

There is no obligation on any parent or carer to purchase any photographs taken.

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

From time to time Weeroona College Bendigo may photograph, film or record students to use within the school community, an annual permissions note will be distributed to parents/carers on enrolment and also at the beginning of each school year

Images to be used or disclosed outside the school community

The annual permissions note also covers these types of uses and will be distributed to parents/carers on enrolment and also at the beginning of each school year. We will notify you individually if we are considering using any images of your child for specific advertising or promotional purposes.

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 magazine publications.

When our school receives such requests Weeroona College Bendigo will:

- provide parents/carers with information about the organisation 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.

Other external collection, use or disclosure

If there is a situation which will involve the collection, use or disclosure of images of students by or to third parties which is not otherwise covered by this policy, Weeroona College Bendigo will:

- provide parents/carers with information about the event or activity, the organisation involved and when the photography, filming or recording will occur
- seek prior, express parent/carer consent in writing.

School performances, sporting events and other school approved activities

Weeroona College Bendigo 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 and other school-approved activities.

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.

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 to:
 - take reasonable steps to reduce the risk of reasonably foreseeable harm to students staff and visitors (duty of care)
 - provide a safe and suitable workplace (occupational health and safety law)
- for identification purposes, when necessary to implement discipline and/or behaviour management policies.

Weeroona College Bendigo does not require or obtain consent from parents/carers or students to photograph, film or record students for these reasons. However, when Weeroona College Bendigo 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.

Staff use of personal devices

School staff may use their own personal devices to capture images of students for reasonable and legitimate educational purposes. If this occurs, staff are expected to upload the images to the school database and delete the images from their device within a week of the images being captured.

FURTHER INFORMATION AND RESOURCES

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

REVIEW CYCLE AND EVALUATION

This policy was last updated on March 2020 and is scheduled for review in March 2024.