



Digital images, video and photographs of students – use and privacy

Title of Policy/Procedure	Digital images and photographs of students – use and privacy
Endorsed by	Principal
Responsibility	Promotions & Publications Manager
Reviewed date	May 2017
Next review date	May 2018
To whom issued	College staff

Digital images and photographs of students – use and privacy

Purpose

To regulate the use of digital images and photographs (still and video) of students that have been taken by staff (employees and contractors), tutors and College volunteers, during any College class, excursion, camp, activity or event, either on or off College grounds.

Digital image, video and photograph use covered by this policy includes but is not limited to inclusions in or part as part of:

- postings on the College website
- College eNewsletters
- notice boards and classroom window displays
- teaching aids
- classroom display
- educational activities
- videos
- films
- online digital

Consent

Initial consent is gained through the Enrolment Application Form and ongoing consent through the annual Student Information Checklist PK-12.

Procedures

1. The College will seek annual permission from parents/guardians in the **Student Information Checklist PK-12** for approval to display/publish photographs and video of students. It will state clearly that the student's full name will not be used in conjunction with a photo/video published through any digital online means. Apart from the annual *Impressions* magazine and similar College print publications, permission will be gained to use a student's image for publication in other print media such as the local community paper.
2. Where a parent/guardian has withheld permission to use a student's image in regard to all/any of the above mentioned uses, staff will be notified.
3. Specific and individual permission will be gained to use a student's image and full name in media publications eg Community Newspapers.
4. Staff are permitted to download and display digital images (photographs, videos) for internal educational use only.
5. Photographs on notice boards and class windows outside the classroom that can be viewed by the general public, should not allow the student to be identifiable.
6. The annual College magazine, *Impressions*, will contain photos and include student first and surnames. This publication is in print form only and will only be distributed to College staff, College families and prospective families. In issuing *Impressions* or other print media produced by the College, the College asks receivers to respect the privacy of others and requests content is not transferred to digital media.
7. Photographs of students taken at College swimming carnivals will be discrete and generally will be a 'head and shoulders' photo.
8. Photographs of individual students may be printed for that student's portfolio or workbook. Permission will be required where other students appear in a portfolio or workbook
9. Photographs of students, compilations of digital images/videos of events, eg College productions, camps etc may not be printed and distributed to other students/parents/guardians without inclusion of statement pertaining to private use only (appendix 1) and where parent/student consent has not been granted. No personal information will be included. Examples of this type of compilation includes videos and photos of a College production for members of the cast, and a retrospective of images of


events and activities collected during a school year and distributed to each member of the class (more typically a Primary class).

10. A digital image of a student may be emailed to the student for use in his/her resumé or portfolio.
11. Photos, videos of a particular year group may be viewed at past student get-togethers and reunions. All photographs/videos will remain the property of the College and must not be distributed to past students or other persons or organisations.
12. There may be occasions when a student's circumstances mean that s/he should not be photographed. In such a case, staff will be notified via email, and images will not be posted in any digital or print medium. For identification (student duty of care) purposes, the image will be available to staff on the internal College data management system.
13. All images are the property of Lake Joondalup Baptist College and are only to be used for authorised College purposes: recording College events and activities; celebrating student achievement and effort; promoting the College and College events.

This policy has been developed in conjunction with the *Privacy Act 1998, Privacy Amendment (Enhancing Privacy Protection) Act 2012*, College Privacy Policy and Collection Notice, *Copyright Act 1968*

Appendix 1

Example

 Lake Joondalup Baptist College
Dear Student and Parent/Guardian
We hope you enjoy this collection of photographs from the College production of <<>>
Please note that the copyright for these pictures belongs to Lake Joondalup Baptist College. The images may not be shared, or reproduced in any way.
Please respect the privacy of others and do not upload these images to any social media sites.
Name Promotions & Publications Manager
Name Director of Drama
Date