CLYDE PRIMARY SCHOOL
PHOTOGRAPHY, FILMING AND RECORDING STUDENTS' POLICY

HELP FOR NON-ENGLISH SPEAKERS

If you need help to understand the information in this policy please contact Clyde Primary School on 5998 5293.

PURPOSE

To explain to parents/carers how Clyde Primary School will collect, use and publish photographs, video and recordings of students, how parent/carer consent can be provided and how it can be withdrawn.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.

POLICY

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the circumstances in which Clyde Primary School will seek parent/carer consent and how consent can be provided and/or withdrawn.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

Clyde Primary School 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. For example, classroom activities, sports events, concerts, excursions, camps etc. We do this for many reasons including to celebrate student participation and achievement, showcase learning programs, document a student's learning journey/camps/excursions/sports events, communicate with our parents/carers and school community in newsletters and on classroom platforms such as Seesaw.

Clyde Primary School 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 school via the office on 5998 5293.

In addition to the processes outlined below, parents/carers can contact the principal in writing by sending an email to clyde.ps@education.vic.gov.au at any time to withdraw their consent for any future collection, use or publishing 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 school will record whole of school or large group events, such as the whole school production, Christmas concert, speech nights, sports events etc and, if your child participates, they may appear in these recordings which will be available to the whole school community.

Official school photographs

The school can still collect, use and disclose images in circumstances where consent is not required (see below for more information).

Each year Clyde Primary School will arrange for a professional photographer to take official school photographs of students. This will generally involve both class photos and individual photos being taken.

Official school photographs may be:

- purchased by parents/carers
- used on a student's Seesaw profile.
- stored on CASES21 for educational and administrative purposes.

Clyde Primary School will notify parents/carers in advance of the official school photographs being taken to give them an opportunity to decide whether their child will be included in the official school photographs.

Parents/carers who choose to opt-out of having their child participate in official school photographs must contact the school office on 5998 5293 before the date photos are scheduled to be taken to advise that their child will not participate. There is no obligation on any parent or carer to purchase any photographs taken.

Images for use and publication within the school environment and school community

From time-to-time Clyde Primary School may photograph, film or record students to use within the school community, including:

- in the school's communication, learning and teaching tools (for example, emails, classroom blogs or apps that can only be accessed by students, parents or school staff with passwords eg Compass, Seesaw etc)
- for display in school classrooms, on noticeboards etc
- in the school's newsletter
- to support student's health and wellbeing (eg photographs of pencil grip to assist in OT assessments)
- Clyde TV Productions

An Annual Consent Form and Collection Notice will be distributed to parents/carers on enrolment and at the beginning of each school year.

Images to be used or disclosed beyond the school community

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]
- Clyde TV
- the main office TV screen
- School Production [Digital copies may be offered for sale to families of students]

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. 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 Clyde Primary School 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, Clyde Primary School 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

Clyde Primary School permits parents/carers, students and invited guests to photograph, film or record school performances, sporting events and other school-approved activities.

Clyde Primary School requests that parents/carers, students and invited guests who photograph, film or record school activities only do so for their own personal use and do not publish the images in any form, including on social media, without the prior consent of persons whose children also appear in the images.

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.

Clyde Primary School does not require or obtain consent from parents/carers or students to photograph, film or record students for these reasons. However, when Clyde Primary School 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.

Close Circuit Television (CCTV)

Parent or carer consent is not required for a school to install CCTV. However, Clyde Primary School will inform the school community of the intention to install a CCTV through (appropriate channels such as: a newsletter article; a community message via Compass). Installation of CCTV will be done in accordance with the department's CCTV Installation and Management Policy. OR Our school's CCTV system is managed in accordance with the department's CCTV Installation and Management Policy.

COMMUNICATION

This policy will be communicated to our school community in the following ways:

- Available publicly on our school's website
- Included in staff induction processes
- Included in staff handbook/manual
- Included as annual reminder in school newsletter
- Made available in hard copy from school administration upon request

FURTHER INFORMATION AND RESOURCES

The Department's Policy and Advisory Library: Photographing, Filming and Recording Students

POLICY REVIEW AND APPROVAL

Policy last reviewed	11/03/25
Endorsed by	Michelle Mackenlay, Principal
Next scheduled review date	March, 2028