



Photography, Filming and Audio Policy

1. Introduction

Heathdale Christian College's purpose is to glorify God through the provision of Christ-centred education that helps children develop their God-given potential.

2. Purpose

This policy is designed to provide a framework and guidelines for capturing of images and audio of our College community. It seeks to balance the need to capture the wide events of the College, whilst maintaining the appropriate privacy and protection of our students, staff and parents. This policy is designed to provide a framework to assist in managing the capturing of images and audio of members of our School community.

3. Scope

This policy should facilitate:

1. The telling of events and stories throughout the Heathdale Community
2. Respects the individual's right to control how and for what purpose their personal information is used.
3. Complies with the relevant legislation and privacy policies.
4. Periodic review of the policy.

4. Definitions

Photographs are defined as the taking of a still shot picture with the use of a camera, phone or other device. These content files can be digital or film in nature.

Filming is defined as when a person captures a visual and or audio moment with the use of a camera, tablet or other device that records the movement of an event.

School Communication Material includes publications to the Heathdale community and includes, but not limited to, newsletters, Year Book, assembly

Heathdale Christian College Community includes parents, guardians, staff, students, alumni and associated community (second level of community such as grandparents, friends of parents, friends of students, etc).

Digital platforms are defined as College controlled platforms on the Heathdale Christian College website and social media accounts including, but not limited to, Facebook, YouTube and Instagram.

Events and Stories could include, but is not limited to, achievements, daily life of students within the College, incursions, excursions, camps, sports, learning activities and programs.

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Identifiable is where a student can be recognised through a full face image with the following:

- College logo shown on a uniform; or
- First and surname; or
- Age and Year Level

School approved databases meet the College's criteria to allow student details to be stored and used in these systems. For example, the student management system.

5. Responsibility

The responsibility of this policy lies with the Executive Principal or their delegate.

6. Principles

Heathdale Christian College aims to:

- Assist parents to protect images, film and audio of their children.
- Safeguard content files through processes and procedures to ensure students and staff are protected.
- Communicate Heathdale stories, achievements and events during the year to the Heathdale community.
- Ensure the Child Protection and Safety policies are enhanced through the College.

7. Policy Details

School Photographs

School photographs is an annual event. Prior to the school photograph day, parents / guardians will be notified of the name of the school photographer and the date of the class photography. Parents / Guardians will also be notified that these images will be uploaded to Synergetic for administrative and School purposes.

All suppliers on site must adhere to our Contractors and Suppliers code of conduct and working with children's check as outlined in our Child Safe policies.

Use of Photos, Film and Audio by the School

Upon enrolment, families are asked to give general consent via a form, or via the Parent Portal for their child's photo/film/audio to appear in School Communication materials. In the case of students' images appearing in advertising campaigns, separate consent will be sought by the Community Development Team.

If a parent does not provide consent via the means above, for their child's photo/film/audio to appear in School Communications, it will be assumed that permission has not been granted.

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Parents / guardians can alter their permissions at the beginning of a school year by informing the College in writing or changing their preferences on the Student Management System Parent Portal. Please note a change to restricted permissions for images/film/audio cannot be applied retrospectively to published photos/film/audio, without consultation with the Executive Principal.

A maximum of one description of student's personal details from each category can be used on the website or social media platforms in association with photographs or film. Category 1: First name, Middle name, Surname. Category 2: Age, Year Level.

All photos/films/audio taken for school purposes will be stored on the school server, with the exception of individual school photos that will be stored on Synergetic as outlined above.

Staff may not use their own personal devices when taking photos/film/audio of students without pre-approved written permission from the CEO / Executive Principal. Staff may use their College owned devices including laptops, tablets, iPads, phones and cameras ensuring content is uploaded to the relevant College server and deleted from the device. Staff will abide by school processes concerning the sharing, distribution and publication of those images as outlined in this policy.

Student teachers, volunteers and contractors are not permitted to take photos/film/audio of students for personal use without permission from the School.

The School will use reasonable judgement when using photo/film/audio for the progression of the School and its students whilst always respecting the wishes of the individual and their parents.

Use of a student's photos/films/audio where consent has been given will be at the School's discretion, and parental consent does not imply control over when and how that material is used.

Should the School inadvertently publish the photos/films/audio of a student without parental consent, it will immediately remove the material once notified and initiate our Breach of Privacy protocols.

Parents, staff and students are not to take cameras or phones into change rooms or bathrooms.

Parent Photography Film and Audio

Parents are able to photograph, film or take an audio of their own child at school events when instructed to do so by College staff, unless there are copyright implications, i.e. Productions, or a professional photographer has been appointed. Any photos, film or audio containing other students are not to be uploaded to the

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internet or social media or shared or distributed without prior consent from the student/parent/guardian as this could be releasing personal information which is illegal. These sites include but are not limited to: Facebook, Instagram, YouTube, Snapchat etc.

Student Photography Film and Audio

Students must not take, use, share, publish or distribute photos/films/audio of other students or staff without their permission.

Third Party Photography Film and Audio

The School often receives requests from external organisations to take photos/films/audio of students as part of an incursion or excursion. The School's position is to provide permission on the proviso that parental consent has been given, or in the absence of this, no student is identifiable.

The School also receives requests from external organisations to publish material that the School has published on its communications platforms. The School's position is that permission must be sought from the parents/guardians for the students in the photos/films/audio.

Staff Photography

College approved staff photography by the school's designated photographer within their class (as a Teacher) and as individual staff will be taken for use in College databases and intranet. Use of advertising photos/film/audio of staff will be approved on an individual basis with the Community Development Team.

Related Policies and Procedures

Copyright Policy
Social Media Policy
Parent Code of Conduct
Student Code of Conduct
Privacy Policy
Breach of Data Policy

Evaluation

Policy to be reviewed 1 May 2022.

APPROVING OFFICER: Principal / CEO

SIGNATURE: _____

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