



## RAVENSWOOD SCHOOL FOR GIRLS PROCEDURE

**Procedure Subject: Collection and use of student photographs and/or film in the school**

**Contact Officer**

Director Marketing, Communications & Engagement

### Procedure

#### **Procedures Relating to the Collection and Use of Student Photographs and/or Film in the School**

##### **Consent**

Parents sign the Terms and Conditions of Enrolment on the acceptance of a place for their daughter in the school. These Terms and Conditions state:

*In order to facilitate the effective operation of the School, the participation of the student in School life and recognition of student activities and achievements, the School may take photographs and videos of the student for:*

- a) the school's records
- b) display from time to time around the school
- c) publication in school magazines and newsletters, educational material, promotional material including social media and the school's website.

*If parents/guardians DO NOT give permission for their daughter's image to be used, notification is required in writing to the Marketing, Communications and Engagement Department.*

There are four main categories of photography/filming.

#### **1. General**

##### **Consent**

Ravenswood staff and students may use a camera or phone to photograph or film part or all of a class or other learning activity, or any other event which is part of the life of the school. Staff and students should both verbally seek the agreement of students before photographing and/or filming them, as well as communicating how the footage will be used.

No photography is allowed in toilets and/or changing rooms.

##### **Storage**

Any images should be uploaded to the school network, as directed. Images should be deleted from personal devices once they have been transferred.

#### **2. For Teaching or Coaching Purposes**

##### **Consent**

From time-to-time, coaching and music staff may wish to photograph and/or film students in order to analyse student performance.



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Guidelines are:

- any photography/filming is explicitly done with the student's and the student's parents/guardian's written consent and written consent for students aged 15 and over
- any time the student is being filmed, the staff member discloses this to the student
- footage may be filmed on a staff member's phone or other personal device but must be transferred to the school's network as soon as practical, and be deleted from the staff member's personal device
- at no time may material be distributed to a third party without the express written consent of the student's parent or guardian.

Failure to adhere to this code of conduct may result in disciplinary action by the school.

### 3. Carnivals/Events

#### Consent

Ravenswood staff and students may use a camera or phone to photograph or film part or all of a carnival or event (subject to the restrictions put in place by various venues). Where possible, staff and students should both verbally seek the agreement of students before photographing and/or filming them as well as communicating how the footage will be used.

No photography is allowed in toilets and/or changing rooms.

Parents photographing or filming need to be reminded to take images only of their own child. Where possible, signage and/or directives are to be included in event programs and announced prior to the commencement of the event.

#### Storage

Any images should be uploaded to the school network, as directed. Images should be deleted from personal devices once they have been transferred.

#### Professional Photographers

Professional photographers may be used for:

- major performing arts and sports events, where a record of the event is reasonably expected by the school community, to be shared via social media, online or in a school publication
- there is a reasonable expectation that parents may want to purchase an image of their child performing
- creating marketing and promotional content

All professional photographers should supply the Marketing, Communications and Engagement Department with a Working With



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Children Check (WWCC) number. They should also supply their full name and date of birth. The WWCC must then be verified by the HR and Payroll Administrator. Where available proof of professional accreditation and where appropriate, insurance details should also be provided.

Ideally a staff member should accompany a photographer at all times. This is mandatory when:

- a photographer does not have a WWCC
- the school wishes the photographer to enter a non public area such as back stage.

If a professional photographer is used, that person is the responsibility of the department who owns the event and that department must ensure that the correct procedures with regard to consent and supervision are followed.

Marketing staff do not supervise photographers at events unless they have been expressly hired by Marketing.

Parents photographing or filming need to be reminded to take images only of their own child. Where possible, signage and/or directives are to be included in event programs and announced prior to commencement of the event. Event organisers need to check if there are specific additional requirements of the venue. Flash photography is often specifically forbidden by venues.

#### 4. Marketing

##### Specific Consent

The Photograph/ Video Permission form should be used to seek **specific consent** from parents/guardians for the collection, use and disclosure of photographs, video, film, and digital images in any circumstance that is not covered by the general consent covered in the Terms and Conditions of Enrolment.

##### Storage

Any images should be uploaded to the school network, as directed. Images should be deleted from personal devices once they have been transferred.

##### Distribution of Photos/Footage

##### Do not publish

- where a student or parent/guardian has expressly withheld permission for a student's image to be used
- restricted permission is flagged on Synergetic.

##### Use of images

- published as per policies: Ravenswood Collection and Use of



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Student Photographs and /or Film (SSE.60), Ravenswood Student Code of Conduct Policy (SSE.09), Ravenswood Child Protection Policy and the Use of Mobile Phone and Electronic Devices at School Protocols

Staff and students may suffer disciplinary action for breaches of this policy. Parents may be in breach of Privacy legislation.

#### Communication

The policy and procedures associated with proper management of student images will be communicated regularly via:

#### Students

- signage in changing-rooms and toilets
- included in the Student Diary
- verbal announcement in classes/Year Group meetings

#### Parents

- the Enrolment Contract
- the Newsletter
- the policy on the website
- include a statement in programs for major events
- announcements at carnivals and major shows

#### Staff

- the Employment Contract
- staff meetings
- the policy on the website.

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<b>Approval Authority</b>	Principal
<b>Date of Commencement</b>	29 October 2015
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