

POLICIES AND PROCEDURES

Photographic Policy



Date **April 2023**

Review **April 2024**

1. Purpose

Lauriston Girls' School caters for students from early learning to Year 12. Each day there are range of official School events and activities held during which there is occasion for photography and/or filming to occur.

This document has been developed in response to the Victorian Government Department of Education's policy regarding the collection and use of student photographs, videos and recordings of students.

This policy addresses the requirement for schools to produce a school-level policy regarding the collection and use of images by third parties (including parents/guardians, students, official photographers and the media).

This policy provides a framework for third parties to operate within. It aims to ensure that:

- Family photography is allowed where possible
- Child protection issues are addressed
- Parents/guardians are given the right to opt out and clear guidelines with respect to the use of official school photographs of their children

References and Definitions

- The Victorian Government's Department of Education 'Photographing, Filming and Recording Students' policy can be located here.
- Information regarding the Information Privacy Act (2000) can be located here.
- The term 'images' refers to photographic prints or slides, digital images, videos or moving images. Images may be distributed via print, DVD, the internet or other technologies. The term 'on-campus' refers to designated campus locations of Lauriston Girls' School. The term 'off-campus' refers to School activities conducted outside designated Lauriston campuses.

2. Consent

On admission and on an annual basis, parents/carers are provided a 'Student Image Authorisation' form to complete.

Parents are asked to provide consent for their child's image to be included in school photography and/or videography in line with this policy. By default, full consent for image permissions **are granted**, but parents/guardians have the option to 'opt out' by selecting the relevant categories, such as School publications, Online, and Advertising, and ticking the 'no' box accordingly.

A permissions database is maintained by the school and updated regularly, and every effort is made to ensure that children without consent are not included in school generated photographs or video footage.

If parents change their mind regarding consent after admission they are asked to amend their child's photo permission details on the School's intranet (Schoolbox).

POLICIES AND PROCEDURES

Photographic Policy



3. School Photographic Policy

School marketing, advertising and information

The School will on occasion use photographs of students (both individual and group photos) for marketing, advertising and information purposes. For marketing and advertising this may include (but is not limited to):

- School publications - including but not limited to handbooks, Lauriston Life and Lauristonian yearbook
- Online - including but not limited to the Lauriston website and authorised Lauriston social media accounts
- Advertising - please note that the School will notify parents in advance if it's our intention to use an image in large-scale advertising campaigns

These activities fulfil a vital function in promoting the school and its activities to internal and external audiences and maintaining the strength of the Lauriston brand.

Photos are also used by the school for information purposes. These may include (but are not limited to):

- School's intranet (Schoolbox)
- Classroom displays
- Student folios (including Seesaw)
- ID Purposes
- House and Tutor group lists
- School directories

Lauriston undertakes to:

- Ensure this policy is available to parents.
- Ensure that students in years K-9 are identified by first name and year level only (the exception being – at the school's discretion – achievement-based notifications – e.g. awards won, competition placing and school-based positions of responsibility).
- At its discretion, identify Senior College students (10-12) by both first and last name.
- Save all images on the secure school network.
- Notify parents of the School's intention to use of their child's image in large scale advertising campaigns and long-term photographic uses.
- Keep our students informed regarding the detail of this policy.
- Give parents notice ahead of any event where photography is prohibited.

POLICIES AND PROCEDURES

Photographic Policy



4. Parents/Guardians photographic policy

School activities and events

Lauriston recognises that the school calendar contains multiple events where parents, friends and guests of the school may wish to take photographs and/or videos. These include but are not limited to sporting events, concerts, assemblies and celebrations.

The school recognises the importance that photos and videos play in recording family occasions and events. The school is also mindful of the need to balance these traditions with legal requirements, the wishes of sections of the parent community and concerns that safeguard the privacy of children.

Parents/Guardians and friends are welcome to take images of their own child at both on campus and off campus events.

However, parents are asked to ensure that they do:

✓	Only use handheld devices in inside settings
✓	Capture images/recordings for personal use only
✓	Only upload images of their own child to social media
✓	Seek permission of the parents/guardians of students other than their own if they wish to include these students in photos (team photos, PowerPoints, commemorative books, videos etc.)
✓	In group settings ensure that the focus of the frame is on their child only. Other children should not be the focus of the shot/frame (either via zoom, still photography and/or video).
✓	Direct all requests for copies of school event photography to the Marketing and Communications department in the first instance
✓	Respect the school's decision to prohibit photography at certain events
✓	Turn off all camera tones and alerts so as not to disturb events
✓	Switch off and put away devices when requested to do so

Parents are asked to ensure that they do not:

✗	Use tripods in inside settings
✗	Use flash during concerts and assemblies
✗	Upload – without parental/guardian permission - images of children other than their own to social media
✗	Tag students, parents and staff in social media posts (Facebook etc.) without first securing permission

If photography is prohibited at certain events, this will be communicated clearly on the event invitation and via signage prior to entry to the event.

Photography may be prohibited for a number of reasons (including event type, stage design and copyright legislation). If appropriate, the school may make recordings of the event available to the school community in the weeks following an event. If available this option will be communicated prior to the event.

POLICIES AND PROCEDURES

Photographic Policy



Photography may also be taken of parents themselves, for example at parent association or social events. These images may be used in school publications and social media accounts. Parents and other adults attending these events understand that by registering to attend, event photography may be taken. If they do not consent to the photography, they should advise the photographer at the time or contact the event organiser within one week of the event occurring to advise of their withdrawal of their consent.

5. Teaching staff photographic policy

Classroom activities

During the school year teachers may photograph and/or video children in the school to:

- record classroom milestones
- assist with curriculum
- promote classroom cohesion

These photos are intended for internal use only and may be shared with the school's marketing department only.

If provided for marketing purposes images will be cross checked against the school's permissions database as outlined above.

Staff are asked to:

- ensure that photos are not shared via personal email accounts, social media or portable storage devices
- store all pictures on the school's secure network

6. Student photographic policy

Many Lauriston students have access to or own their own smartphones and/or cameras and bring these items to school on a daily basis.

The school has a dedicated mobile phone policy which outlines the use of these items during school hours.

The school acknowledges that students will take photos of their peers and teachers during school events (both within and outside school hours and on and off-campus).

Students are asked to:

- seek permission from subjects before taking their photo/recording their image.
- seek permission from subjects before uploading photos/videos to websites and social media platforms.
- respect the wishes of their subjects.

Any student found using photos and/or videos to bully or intimidate another person will be in breach of the school's bullying and respectful relationships policies.