



GUIDELINES FOR THE USE OF PHOTOS AND VIDEO IMAGES

Primary and Secondary

Photos and video footage of students are used regularly by schools for a number of purposes and under current legislation, this practice can continue. Upon enrolment, parents/carers give permission for the School to use photo images in school or system-based publications.

In the following cases, the School is NOT required to collect any permission from students/families for the use of students' images:

- the School magazine
- School newsletters
- About Anglican Schools
- School notice boards
- the School website
- photos taken by an authorised member of the press e.g. School Ball

These situations are generally for the purpose of praising or promoting the efforts of the student or the school, and not for the purpose of direct marketing and is a reasonably expected use of students' images when enrolling at a school.

The Principal will:

- inform the school community of the impending use of photo or video outside of the School via the newsletter
- afford families the right to inform the school of any issue that would negate the use of their child's image in such a way.

Situations requiring specific permission

Any use of photos or video for the direct marketing of the school or system or for use in the public domain, require the school to obtain specific permission from families.

Some examples include:

- paid advertisements in local newspapers

Parents/carers should notify the Principal immediately if any circumstance arises that would prevent the school from using their child's photo or video images as outlined above.

This information will be treated with confidentiality.

School Trips

Photography by staff on school trips and visits may be used in the curriculum and displayed within the school or at parents' evenings to illustrate the work of the school. Parents may be allowed to purchase a copy of a photograph of their individual child, or as part of a group, if the parents of the other children in the group are in agreement.

Concerts/Plays/Prize-giving/Sports Days

If photography is permitted, parents and guests should take care to avoid distracting pupils and the audience. They should observe any constraints imposed by school staff. Video or sound recording of a copyright musical or theatrical performance is forbidden and photography may also be restricted for reasons of child protection or out of respect for the rights and privacy of individuals.

If parents are unsure whether or not permission has been given by Staff to record a particular performance or event, parents should ask the Principal.

School Photographer

Class and individual or group photographs are annual school events. Parents are asked in advance whether or not they wish their children to be included in these events.

Reputable commercial photographers are involved and the law allows them to retain the copyright in the photographs.

Images taken by parents/carers on a School excursion

Parent permission must be given if images of their child are to be distributed to other students or families. Photos of a group of students must not be distributed to other families unless permission is given by all parents of the group. **However, any photos or video taken by families must be for personal use only and not posted in any public places outside of the school.**

Images taken by children photographing one another

Whilst it is acknowledged that students taking photographs can be a useful tool for learning, they can, in certain circumstances, allow an individual to use them inappropriately and use them for bullying or use on social networking websites, especially when the photos are taken using a mobile phone. The school mobile phone policy covers the use of mobile phones for taking photographs. **Mobile phones are not to be used at School and on School excursions.**

Staff will supervise and maintain control over any photographing students do during on-school or off-site activities.

Students must not take photographs without the teacher's or subject's consent and against their wishes.

Students must not take photographs in a situation which humiliates, embarrasses, or makes fun of others. Any digital images or video footage found to be offensive will be

kept for investigation and sanctions will be placed on any student who is found in possession of offensive images.

On no account will photographs be taken in changing rooms, toilets or other areas of privacy.

Photos or video taken by students must be for personal use only and not posted in any public places outside of the school.