



## **Sophia Mundi Steiner School – Image Consent Policy**

### **1. Policy Statement**

Sophia Mundi Steiner School is committed to safeguarding the privacy and wellbeing of all students while recognising the value of celebrating student learning, achievements, and community life. The use of images, including photographs, video, and audio recordings, is an important part of educational practice and community engagement.

This policy sets out the School's position on collecting, using, storing, and disclosing images of students, in compliance with privacy legislation, child safety obligations, and community expectations.

### **2. Legislative and Regulatory Framework**

This policy is guided by:

- The Privacy Act 1988 (Cth)
- Australian Privacy Principles (APPs)
- The Child Wellbeing and Safety Act 2005 (Vic)
- The Education and Training Reform Act 2006 (Vic)
- Victorian Child Safe Standards
- School Enrolment Agreements and Codes of Conduct

### **3. Definitions**

- **Image:** Any photograph, video, audio, or digital representation of a student
- **Consent:** Informed, voluntary, and written agreement by a parent/guardian (or student over the age of 15) for the School to use images.
- **Internal Use:** Use within the school community, such as newsletters, assemblies, or in-class displays.
- **External Use:** Use outside the school community, such as on the website, social media, or marketing materials.
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#### **4. Purposes for Image Use**

Images may be collected and used for the following purposes:

- Documenting and assessing learning
- Communicating school activities to the community
- Celebrating achievements and participation in school life
- Promoting the school to prospective families and supporters
- Sharing student work with families
- Compliance with regulatory requirements (e.g., VRQA)

#### **5. Consent Requirements**

Upon enrolment, families are provided with an Image Consent Form. Consent is sought for:

- Use of images for internal school purposes
- Use of images for external and promotional purposes
- Use of images by third parties, such as media outlets
- Students aged 15 and over may also provide or withhold their own consent, in accordance with Victorian privacy laws.

#### **6. Consent is:**

- Opt-in, specific, and revocable
- Valid until withdrawn in writing
- Recorded in the School's student management system

#### **7. Withdrawing or Changing Consent**

Parents/guardians or students over 15 may withdraw or amend their consent at any time by contacting the School in writing. The School will take reasonable steps to:

- Remove images from future publications or platforms
- Avoid use of images going forward
- Acknowledge that images already published cannot always be fully retracted (e.g., printed materials, archived web content)

#### **8. Student Safety and Privacy Protections**

Sophia Mundi Steiner School is committed to the safe and respectful use of student images. The following precautions apply:

- Students will not be identified by full name in any publicly accessible image without explicit additional consent.
- No sensitive or personal information will accompany published images.

- Images of students in swimwear, changing rooms, or situations that may be misinterpreted will not be taken or published.
- Staff must comply with the School’s Child Safe and ICT policies when collecting or storing images.

**9. Storage and Access**

Images are stored securely, digitally or physically, and access is limited to authorised personnel. Images will be stored:

- On the School’s secure network or cloud systems
- In accordance with Records Management and Privacy policies
- For a period no longer than necessary for their original purpose
- Where third-party systems (e.g., media platforms, apps) are used, these will be assessed for privacy and data security compliance.

**10. Third-Party Use and Media**

If the School is approached by third parties (e.g., local newspapers, education agencies) for images of students:

- Specific consent will be sought prior to providing images
- A media release form may be issued for each occasion
- The School will not allow external organisations to use images without prior written agreement

**11. Roles and Responsibilities**

<b>Role</b>	<b>Responsibility</b>
Principal	Overall responsibility for policy implementation and compliance
Business Manager	Oversight of consent records and compliance with privacy legislation
Staff	Collection and use of images in line with consent provided
Parents/Guardians	Provision and management of consent
Students (15+)	Right to provide or withhold their own consent

## **12. Breaches of Policy**

Any misuse of student images or failure to comply with consent preferences will be treated seriously and may lead to disciplinary action in accordance with School policies and the Child Safe Code of Conduct.

## **13. Review and Updates**

This policy will be reviewed every two years or sooner if legislative changes or significant concerns arise. Community consultation may occur as part of the review process.