



Image Consent Policy

1. Intent

The taking and publishing of images play a large part in everyone's world. At St Margaret's Anglican Girls School, images of our staff, students and parents are captured and used to celebrate achievements, record school activities in and outside the classroom, as an archival record of the school year, and to promote the school.

In the pursuit of capturing, storing and publishing such images, St Margaret's is committed to ensuring the privacy of each community member is respected in relation to their identity and that the use of all images portrays St Margaret's in line with the school's ethos and values.

This Policy aims to provide guidelines for the taking, storage and sharing of photographic images, video and audio recordings, and we expect all members of the school community including staff, students, parents/guardians, family and friends to share in the commitment to respect the privacy of others and act in accordance with their wishes. This Policy also details image consent and its management by the school and families.

2. Scope

This policy:

- applies to the general collection, use and disclosure of photographs, video and audio recordings of students by the school community. Images that identify a person (or could lead to a person being identified), including photographs, videos, audio and digital images, are 'personal information' as defined in Australian privacy law
- applies to all students, staff and parents, while on campus, involved in school-related activities off campus or wearing the school uniform
- relates to St Margaret's school policies including Responsible Use of Information Technology and Privacy and eSmart policies.

3. Collection of images

It is St Margaret's usual practice to take photographs or record images of students and to publish these for the purpose of:

- recording student participation at school and in school events
- celebrating student effort and achievement
- showcasing learning programs
- promoting the school and events held by the school.

Images may:

- be shown to parents/legal guardians via The POD, email or eNews
- be shared with school families and the community more broadly via the school's website or our dedicated (school-administered) social media feeds, brochures, publications including The Link and Flyer, and other printed materials

- be displayed on posters, presentations and displays on the school premises
- be used in traditional and online media (such as newspaper/magazine advertisements, billboards, digital advertisements, etc), and
- be taken for record and archival purposes, such as annual school class and individual photographs and similar multimedia offerings.

In addition, the media may visit the school and take photographs, video or audio of students, school activities or newsworthy events.

St Margaret's collects, stores, uses/publishes images (including metadata), along with any other personal details, in accordance with our lawful functions, legal obligations and our privacy policy.

4. Management of images

St Margaret's takes particular care in the handling of images of students and as such uses leading, highly secure media management platform pixevety for the storage, organisation and protection of student images. You can learn more about pixevety and view its privacy policy [here](#).

Photos, videos and audio recordings are also stored on the school's server, accessible only by St Margaret's Anglican Girls School staff.

It is preferable that staff take student photos through the pixevety app which are uploaded automatically to pixevety and not stored on their device. (Please note the app may not work on all mobile and tablet devices). On occasion, staff may take photographs or video recordings of students on their personal mobile device for the purposes of documenting student learning and activities (e.g. excursions, camps, etc). It is expected that, at the first opportunity, these photos are uploaded to pixevety and subsequently deleted from the staff member's personal device.

5. Consent

St Margaret's seeks express permission from parents/guardians with respect to how their child's image can be accessed and used. Parents/guardians can specify where their child's image may appear. The school is committed to ensuring that we handle images in a way that is easy to follow and provides choice and control to parents/guardians. All parents will be asked to review their child's image consent form via the online pixevety platform when their child commences at the school. This Access and Usage Permission Form allows parents/guardians to make clear decisions about image access and usage for their child/ren.

Parents/guardians will be reminded annually to review their consent.

It is important to note that, if the Image Access and Usage Permission Form is not completed and submitted to the school within a reasonable timeframe (two weeks), parents/guardians must accept that the general school image privacy setting – the default setting - will be applied to all photos of that person until a form is submitted. We encourage all parents/guardians to complete the permission form so that we can act upon image privacy wishes.

The school's default settings are as follows:

Internal Publishing (classrooms, staff rooms, class projects): Yes (with Tags)

Community Publishing (Front Office, The Link, The POD): Yes (with Tags)

External Publishing (Website, School Publications, School eNews, Media Releases, News Articles):
Yes (with Tags)

Publish On social media (School Facebook, Twitter, Instagram and LinkedIn): Yes (with Tags)

Marketing (Brochures, Leaflets, Posters, Cinema advertising, banners, billboards): Yes (without Tags)

Commercial Use (professional photography, fundraising): Yes (without Tags)

Permissions/consent can be changed or withdrawn at any time through pixevety. However, if consent is revoked and the images have already been published and are in the public domain, it may not be possible for all copies of the material to be deleted or cease to be used due to the nature of the internet and social media (which distributes and copies information). The school may take down content that is under its direct control, however published information and materials cannot be deleted and the school is under no obligation to communicate changes to consent with other entities/third parties.

Once the school received the notice to revoke consent, it will cease using photographs or video recordings of that student from that date onwards.

There may be occasions when the school will record whole of school or large group events, such as Speech Night or special assemblies, and make those recordings available to the school community through livestreaming. If your child participates, they may appear in these recordings which will be available to the whole school community. The school can still collect, use and disclose images in circumstances where consent is not required (see below for more information).

6. School photography guidelines for parents and carers

St Margaret's understands that parents/guardians and other family members wish to take photographs or video recordings of their child during school events and activities. We request that all members of the school community do so while respecting the privacy of other students and families within our community. Some parents/guardians may have privacy concerns about images of their child being taken/posted on social media without their consent. In some instances, there can be legal or safety concerns for the child or family concerned.

Parents/guardians, family and friends are able to take photos or videos of their own children either on campus or at school related activities off campus. When parents/guardians are taking photographs or video of children other than their own, consent or permission from that student's parents/guardian must be obtained, especially before the photographs or videos are shared via social media or distributed by other means.

It is expected that images captured through photography or videography are for personal use only and are not for any commercial purpose. They should not be shared via email, Dropbox or any similar file sharing, which may not be secure. Students or staff appearing in the images should not be 'tagged' on social media.

If parents have agreed that another parent can take images of their child, and later distribute them to that parent, they do so at their own risk. St Margaret's cannot guarantee the safety of the storage or distribution of any images not stored on the school's own server or via the photo management platform pixevety.

There may be events or functions where the school decides to prohibit or restrict the taking of photographs or films or to restrict the times or opportunities at which photographs, or filming may take place. There may be situations where private venues require the school to prohibit or restrict the taking of photographs and films. There may also be copyright and other legal considerations, particularly for example at musical performances, which prohibit the taking of photographs or films. All persons attending such functions will be requested to respect and abide by any restrictions the school imposes.

7. Publishing of photos/names online

- As a general rule, we do not publish student names on social media. The exception may be when celebrating a student's achievement in which case the information including the student's first and surname has already been published in the public domain.
- St Margaret's weekly eNews, which is accessible via the school's website, may contain both first and surnames of students in relation to recognising student achievements.
- We sometimes publish students' artworks and may use both first and surname in these instances.

8. Breaches

If any member of the school community has concerns about any person taking photographs or films of students in breach of this Policy or for inappropriate, unlawful or indecent purposes, please notify the Principal as soon as possible so the school may take appropriate action.

If at any time a parent/carer or student has a concern about the use of any images they should contact the Principal.

Review Date: June 2024