

# WPS - Media Use Policy

For period: June 2016 – June 2018

## Purpose:

To ensure the collection and use of student photographs and/or film in schools:

- protects the personal information of individuals
- respects the individual's right to control how and for what purpose their personal information is used
- complies with the relevant legislation and Department policy.

## Wandong Primary School will:

- advise parents/guardians when photographs and/or film are to be taken and how they will be stored and used
- provide parents/guardians with the choice to withhold or withdraw consent for their child to be photographed or filmed
- control and manage how and when others collect and publish photographs and/or film of students
- obtain parents'/guardians' permission before student photographs and /or film are published
- consider whether to allow parents/guardians to photograph or film their children participating in school events or performances.
- review policy on an annual basis
- send all media use policies and consent to all new arrival families (Foundation or otherwise) at the beginning of the year, or when families transition into the school throughout the year
- work within eSmart guidelines

Photographs, video or digital images of a student are considered "personal information" and therefore their use and disclosure are governed by the *Information Privacy Act 2000* (Vic) (IP Act) and the Information Privacy Principles contained within it. Photographs, video and digital images of students may also contain copyright, and therefore may also be governed by the *Copyright Act 1968* (Cth) (Copyright Act).

Guidelines	Actions and Requirements to meet Guidelines
The school arranges for individual and classroom photographs to be taken each year; and then detail the notification, consent and publication procedures and protocols the school will follow	The Principal will ensure that a professional photographer engaged by Wandong Primary School will sign a Confidentiality Deed prior to being permitted to take school photographs. Student names will be sent to the photographer for confirmation of and completion of school and classroom photographs. Photographs will be used for updating student images in Cases21 and Sentral Photographs will be used for detailed emergency management information for staff and causal relief teaching staff Photographs will be used for graduation purposes at the end of the year and may appear on DVDs, newsletters, school website, YouTube, or internet Photographs may be used on Facebook (as per Social Media Policy)
The collection, use and disclosure of other school photos, video, film and digital images that may be taken by the school from time to time	Students at Wandong Primary School may have their photograph/video taken for purposes including; student of the week, reading awards, community awards/events, house points, personal achievements, school achievements, school or classroom events or promotional events. These photographs/videos may appear primarily in the school newsletter which is sent home to families and may also be viewed in the local paper or viewed online through the school website or on the school's Facebook page (see Social Media Policy).  Due to the nature of the internet, anything that is uploaded to the school website may then be accessible through other areas of the internet. Although it is not the intent of Wandong Primary School to have these images in other locations on the internet, there may be occasions when photographs/videos are accessed through other areas of the internet such as Google Images, YouTube etc. Our current system does not allow us to store all online images therefore an external server is used to house all the information. Our current website provider does this for newsletter items and photographs while YouTube stores all video content that is uploaded onto the school website. All videos that are on school website are also able to be accessed from YouTube directly. Wandong Primary School has a password protected, verified YouTube account and has full control over what is uploaded to YouTube and subsequently to the school website.  All digital images uploaded to the website, school newsletter, Facebook page, local paper or other media is for the purpose of promoting and celebrating school and/or student achievements.

The school permits the media to take photographs and film of the students and the notification, consent and publication procedures and protocols that the school will follow

The Principal will inform the school community of special events when the media (television, mainstream and local print media, radio) cover an event which involves students, staff or parents from Wandong Primary School.

The school permits parents/carers and students to record school performances and school approved activities

All members of the school community will be made aware of the Media Use Policy prior to filming or photographing school performances, school activities or other approved school activities.  
All filming or photography done by parents/carers will be for the sole purpose of personal use and will not be used to distribute or to make financial gains.

The school uses CCTV footage and the use, purposes and possible disclosures of this footage

The purpose of having CCTV will be to:

Detect and deter vandalism, graffiti or other unwanted activities.  
Monitor outdoor areas, corridors and other areas of the school.

This is to be achieved only in very restrictive and limited circumstances.

The following circumstances are prohibited in the use of CCTV:  
monitoring the work performance of staff or students  
use in toilets, shower and change rooms or staff rooms  
concealed or covert cameras in any location.

The school's position about the collection, use and disclosure of photographs, video, film, and digital images by third parties.

Wandong Primary School allows the collection and use of photographs, video, film and digital images by third parties provided the relevant documentation has been sighted and signed by parents/carers

## **CERTIFICATION**

This policy was adopted at the School Council meeting held at Wandong Primary School on the 8<sup>th</sup> day of August 2016.

Signed:.....

Signed:.....

School Council President

School Principal