

Student Images, Privacy and Copyright

Rationale:

The Information Privacy Act 2000 covers the collection and use of personal information. Personal information is information that identifies a person. A photograph, video or digital image of a student is personal information about that student. Therefore a school should consider how student images are recorded and used with regard to the privacy of the student and their family.

Aims:

In general student images are used to:

- record student participation at school and in school events;
- celebrate student effort and achievement; and
- promote the school and events held by the school.

Implementation:

Images of students are integral to school publications and school newsletters. In addition parents expect to be allowed to photograph and record student performances or be provided with a recording of the event. Photographs of students also appear regularly in local newspapers.

These uses are a vital part of a school environment and privacy law does not dramatically change these activities.

- Schools may use photographs of students for **student identification cards** without asking for consent from parents. These ID cards are in the custody of the student, so no personal information is disclosed.
- Usually once a year a photographer takes individual, **class and team photographs** for sale to parents and for use within the school. Before photo day parents receive notice of when photographs will be taken and they are afforded the opportunity to opt out of this. This practice has been part of school life for decades and the taking of class photographs is expected as part of the usual educational year.
- Class and team photographs may be included in a **school magazine** or yearbook. Most people within the school community expect that these photos, along with appropriate identification, will be included in these type of publications. This use is therefore reasonably expected and consistent with the original purpose of recording a student's participation in school and school activities.
- Traditionally the circulation of these materials has been limited to the local community. However, changes in modes of recording and delivery, such as having school magazines available on CD Rom or on a school website, means that access to student images has increased and, when on a school website, become worldwide.

Lilydale West Primary School has a standard approach to the uses of student photographs

Two consent forms are to be used:

A general consent to the usual uses.

A specific consent to intranet or website use of student images, this will be distributed annually.

A separate consent will be sought for specific sensitive uses of student images, i.e. for publication on a website or in the press.

We will negotiate an agreement with the local press that student photographs will not be put on a newspaper website.

Consent for the use of student photographs will not be bundled with consent for other activities, It will be on a separate consent form. The consent form will not seek a 'blanket' consent i.e. asking for permission to use student photos however the school sees fit.

Separate consent will still be required when using student-created work to obtain release from copyright.

Newsletter Article to be included with the first newsletter each year

At Lilydale West Primary School we celebrate the efforts of our students by mentioning their participation in school events and their achievements in our school newsletter. Often photographs of students are included. Photographs of students are on our school intranet site. On the school website there are images of students and we identify a student only by their first name, class or year number. If an individual's photograph and full name are required, we will only publish this on the website with the consent of the parent and student. We allow parents to record school performance as this creates a memento that can be shared with other family members. Video or audio recording is permitted at school under a copyright license paid by DEECD on behalf of all government schools (AMCOS/ARIA license)

We invite local press to school events and they are expected to follow school policy on the publication of photographs of students. When a story is about an individual achievement We will always seek parent consent before passing information or photographs to the press for publication. Unless a story features an individual child, only group photos are published and students identified by first name and year only. If you have any concerns about how photographs of your child may be used by the school please contact the Principal.