

# Student Images Policy

(Version 1.0, Approved 09/2019)

## Purpose

The Student Images Policy outlines the principles and protocols relating to the capture and publication of digital or printed student images and video footage by Bayside Christian College.

## Scope

The Student Images Policy applies to the Board, College staff, existing parents/carers and students.

## Policy Statement

### General Principles

Bayside Christian College acknowledges that parents/carers have primary responsibility for determining the privacy, welfare and safety of their children, including how images of their children are used.

The College is committed to complying with legislation relating to the use of student images such as:

- Privacy Act 1988 (Cth.),
- Privacy and Data Protection Act 2014 (Vic.), and
- Copyright Act 1968 (Cth.).

The College will exercise all due care in the use of student images, and will only collect and use student images in ways that are approved by parents/carers.

### How does the College collect Student Images?

Bayside Christian College staff, both teaching and general, may photograph or film students while participating in regular school activities and in College events.

The College will, from time-to-time, engage photographers and videographers for specific purposes such as school photo day or at College events, and obtaining professional quality images for media and/or promotional purposes.

Student images may also be captured at school through student-created photography or video work completed as part of normal class assignments or projects.

### **How does the College use Student Images?**

Bayside Christian College uses student images to:

- record student participation in regular school activities and in College events,
- celebrate student effort and achievement, and
- promote the College and events held by the College.

### **Where will the College publish Student Images?**

The College publishes student images in the following ways:

- College website: [www.baysideecc.vic.edu.au](http://www.baysideecc.vic.edu.au)
- Online newsletter: <https://inewsletter.co/bayside-christian-college>
- College yearbook
- Digital signage displays (TVs in reception areas)
- Printed signage and displays (e.g. banners or posters)
- Printed College publications including annual reports and handbooks
- Student-created photography or video work completed as part of normal class assignments or projects.

### **Media, Advertising and Promotions**

On occasion, the College may use student images to promote the College to the community through:

- Media articles/reports in local newspapers or magazines etc. (where the child's/ren's first name may appear), and
- Advertising (e.g. flyers, posters, newspaper advertisements, noticeboards, multimedia presentations).

Even where media, advertising and promotions permission has been granted on the Student Images Consent Form, the College will inform parents/carers before images of their child/ren are used for media and/or promotional purposes.

### **Social Media**

The College will obtain the written permission of parents/carers through the Student Images Consent Form before posting identifiable images of their child/ren on its social media pages (e.g. [www.facebook.com/baysideecc](http://www.facebook.com/baysideecc), <https://b2me.com.au/members/bayside-christian-college>).

### **Publication of Student Names**

In publications that are intended predominantly for the College community, such as the newsletter and yearbook, the College may publish student names alongside student images. Generally, the

student's first name only will appear, but a full name may be published to acknowledge awards and appointments.

Student first names only may be printed alongside student images in media articles/reports in external publications unless parent/carer permission has been specifically obtained for this purpose.

### **Parental use of Student Images**

Whilst parents/carers are requested to never post images of children other than their own to social media sites, including professional school photographs and images taken by parents/carers at College activities or events, the College has limited capacity to prevent this other than:

- asking parents/carers in violation of this policy to remove offending images, or
- requesting the administrators of the social media site to remove those images.

### **Student-created Work**

Permission to publish artistic works that children create at school in College publications intended predominantly for the College community, such as the newsletter and yearbook, and on the College website, is obtained through the Student Images Consent Form.

As per the College Copyright Policy, separate and specific written consent will be requested from the student and/or their parent/carer before using student-created work for any other purpose, including for media and/or promotional purposes, in order to obtain release from copyright obligations.

### **Procedural Steps**

The College will obtain the permission of parents/carers to collect and use images of their children through the "Student Images Consent Form". The form contains separate permissions for:

- Internal College publications,
- Media, Advertising & Promotions,
- Social Media, and
- Copyright.

The Student Images Consent Form applies for the duration of the relevant child's schooling at Bayside Christian College. Parents/carers are able to amend the student images permissions of their child/ren at any time by supplying the College with an updated Student Images Consent Form.

The College Publications Officer will maintain a "Student Images Register" that contains the student images permissions for all current Prep-Year 12 students.

The Publications Officer may contact parents/carers of students who have failed to provide a fully completed Student Images Consent Form to seek clarification on how the College is able to use images of these students.

To ensure compliance with parent/carer permissions, the Publications Officer will make the Student Images Register available to Heads of School and Coordinators, and will make relevant class/home

group teachers aware of any students whose image is not able to be published either internally or externally.

## **Communication of Policy**

This policy is communicated via the College's:

- Website
- Intranet
- Handbooks.

## **Implementation of Policy**

The Student Images Policy will be managed and actioned through the distribution and collection of Student Images Consent Forms to new and current families by the Registrar and Publications Officer.

## **Definition**

For the purposes of this policy, ***student image(s)*** refers to digital or printed visual representations of students in the form of photographs or video recordings.

## **Supporting Documents**

[Student Images Consent Form](#)

## **Related Policies**

Copyright Policy

Privacy Policy