

Photography and Filming Policy

At McLaren Vale Primary School we recognise that photography and filming are useful learning tools within the school and that they are utilised in many ways. This includes record keeping, displays, lessons and student work. Photographs, video and digital images of students are considered “personal information”.

Photographs are defined as the taking of a still shot picture with the use of a camera, phone or other device.

Filming is defined as when a person captures a moment with the use of a phone, camera, tablet or other device that records the movement of an event.

Purpose of this policy

- This policy has been written to ensure the safe and responsible use of photography/filming across the McLaren Vale School community. It is designed to protect the personal information of individuals. This policy also allows individuals to control how and for what purpose their personal information is used
- This policy has been written in accordance with relevant legislation and Department policy.

Policy:

- All parents will be advised of when photographs/films are to be taken and how they will be stored and used. All photos taken for school purposes will be stored on the school server
- An annual letter will be provided to all families, during Term One each year, giving general consent for their child’s photo to be used at a school level within the confines of the school environment, to be used in the school newsletter, in class for academic purposes and displays, school magazine, school social media, school website, media, school brochures, communication apps (Seesaw) etc. Parents will have the option to withhold or withdraw consent in this letter
- All school newsletters are published on our school website. The general consent form will allow parents to choose whether or not they agree to their child’s photograph in a newsletter being published on the school website
- Before school photo day a letter will be sent out to parents informing them of who our photograph company is and that individual photos will be stored in CASE21 for administrative and school purposes
- Parents are able to photograph or film their own child at school events, but any photos or filming containing other students are not to be uploaded to the internet or social media, as this is releasing personal information which is illegal. These sites include, Facebook, Instagram, YouTube, etc
- Staff are not to use their own personal devices when taking photos of students. These include tablets, iPads, phones and cameras
- Student teachers are not permitted to take photos of students for personal use without written consent from parents
- There are safety issues regarding the taking of photos during DfE swimming/aquatics lessons. These are related to who is taking the photos, for what purpose and how to protect the identity of other students who may not wish to have their photo taken or where the school is required to protect their identity

- In general, the school discourages the taking of photos by parents given the difficulty in ensuring other children are not identifiable in their photos and who has a legitimate reason for taking photos in the swimming centre, which is a public space
- Where parents still wish to take photos of their own child, the following guidelines are to be adhered to:
 - Photographs taken by parents should not include other students, especially where they can be identified. Photos that include any other students cannot be uploaded to social media sites
 - Photographs should not include instructors without their express permission
 - The photographer should show the photos they have taken to any instructor or teacher upon request.

Policy reviewed and verified by MVPS Governing Council: April 2019