

## PHOTOGRAPH AND FILMING POLICY

### 1.0 Introduction

This policy has been written to ensure the safe and responsible use of photography/filming across the Hillbrook community. It is designed to protect personal information and safeguarding the welfare of our students. We expect all staff, parents, friends and volunteers to share this commitment.

This policy also allows individuals to control how and for what purpose their personal information is used.

### 2.0 Definition

Photographs, video and digital images of students are considered “personal information” under the Privacy Act 1988 (Privacy Act) and the Australian Privacy Principles (APPs) and form part of the Hillbrook Privacy Policy.

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 or person.

### 3.0 Purpose

The aim of this policy is to:

- 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.
- Provide guidelines for parents regarding photographing or filming their children participating in Hillbrook events or performances.

## 4.0 Policy

### 4.1 Image Use

The following table outlines when and where Hillbrook may use student images:

Type of publication	Frequency	Audience
School Newsletter	Weekly	Parents and students
Reflections Year Book	Annual	Parents and students
Connections Magazine	Biannual	Parents, prospective parents and past students/parents, website
Website	Ongoing	Public
Videos of School Ceremonies	Ongoing	Parents and students via private YouTube channel
Hillbrook YouTube channel	Ongoing	Private – only those with a link can view videos, other than videos shared on the website.
Digital Access YouTube channel	Ongoing	Public
Social Media accounts <ul style="list-style-type: none"><li>• Facebook</li><li>• Instagram</li></ul>	Ongoing	Public – please note we do not share photos of students on Social Media unless specific consent has been obtained.
Welcome to Hillbrook booklet	Annual	Year 7 & new parents
Other in school publications	As needed	Students and parents
Magazines/Newspapers	As needed for advertising or stories regarding Hillbrook	Public
Posters, calendars, flyers	As needed for school events/marketing	Public

## 4.2 Consent

- All parents will be provided with the Photography and Filming Consent Policy and an Opt Out Form when their child commences school at Hillbrook. This will be provided as part of the Forms Pack on Family Day in the October/ November before a student commences.
- There are 3 levels of opting out:
  1. Exclude from **all photos**, except annual school photos – see note below.
  2. Exclude from **all publications** (this will include the Newsletter and Reflections - the student year book), however photos can still be taken to use for “in school” purposes only – see note below
  3. Exclude from **all external publications only** - website, Connections, social media, marketing and publicity.

NOTE: if you have chosen Options 1 or 2, your child will be responsible for notifying the photographer and removing themselves from any event where photographs or videos are being taken. We cannot guarantee your child might not be included in a large group or action photo, as we take these at Sports Carnivals and other all school or all class events, and they are an important part of Reflections and our Newsletter.

- An annual email will be sent to parents to remind them to review the Photography and Filming Consent Policy in case their situation has changed and they would like to opt out. It is important to note that if you don't advise us, your child's photograph may be used in a publication.
- If you wish to opt out, please complete the Photograph and Filming Opt Out Form and forward to [communications@hillbrook.qld.edu.au](mailto:communications@hillbrook.qld.edu.au)
- The Photography and Filming Consent Policy will be accessible via the website at all times.
- Any photography or filming for purposes outside this policy will require separate individual consent from parents/guardians.
- Annual School photographs are taken by a third party provider each year who are required to sign a Confidentiality Deed prior to photographing the students. Parents will be advised of this via a separate consent form each year.

- We don't publish student photos on any social media platform and have maintained this practice since 2019.
- Where possible, student permission is obtained before publishing photos in any public documentation – eg advertisements or flyers.
- Hillbrook acknowledges that consent is voluntary, informed, specific and current.

#### **4.3 Storage of Photographs and Films**

- All student photos will be stored on the school server, accessible only by Hillbrook staff.
- Annual school photographs will be stored on the school server accessible only by Hillbrook staff.

#### **4.4 Publishing of Photos online**

- Students will only be identified by first name on any public document or website, unless it is for a specific award and/or permission has been given.
- We will sometimes publish photographs students have taken or works of art they have created. We may use both their first name and surname in these instances.
- The weekly newsletter will contain both first names and last names of students and will be accessible via the Hillbrook App only by other Hillbrook parents, students and staff.
- Hillbrook will not publish images likely to cause distress, upset or embarrassment to a student either now or in the future.
- Parents are able to photograph or film their own child at school events, but any photos or filming containing other students should not to be uploaded to social media without obtaining the consent of the other parents and students involved.

#### **4.5 Videos of School Ceremonies – NEW added September 2020**

Due to COVID-19 we have a need to create videos for events that are normally viewed in person by parents. This is most likely to continue through 2021. The following procedures are now in place:

- These videos will only be shared to parents and members of the School community via a link and are saved on a private YouTube channel. The videos will be removed after 3 months.
- These videos are not to be shared by parents or other family members on social media platforms or anywhere publicly accessible.
- There will be a separate notice sent to students and parents/guardians and guests of these events, setting out the following:
  - the purposes of the filming,
  - who will have access to the images i.e. to whom the link will be provided,
  - whether a recording will be made, and how it may be used in the future,
  - the consequences of not giving consent, and the option to do so,
  - the possibility that it may be disseminated overseas (for example, parents or grandparents who may be overseas).
- We will not live stream any School videos across any social media platforms.
- Any outside providers will be made aware that the copyright of the recording belongs to Hillbrook and they are unable to use or disseminate the recording except as directed by the school.

#### **4.6 Managing consent**

- Hillbrook will keep a record of parents who have not consented to ensure any photographs or film published respect their wishes.
- All photographs or films published publicly will be approved by the Communications and Community Relations Manager prior to publishing.

#### **4.6 Revoking consent:**

Due to the nature of social media, consent cannot be fully revoked as it may not be possible to ensure that all copies of the material are deleted or cease to be used. However, once the school receives the notice to revoke consent it will cease using photographs or films of that student from that date forth.

#### **4.7 Training**

All Hillbrook staff receive training on rules and guidelines for photographing and filming students.

#### **4.8 Breaches**

In the event photographs or films of individuals are taken and/or published without their consent, Hillbrook will make every effort to make reparation and to remove any images from publication.

#### **4.9 Related school policies**

- Privacy Policy
- Professional Guidelines for Staff at Hillbrook
- Digital Technology Policy
- Photograph and Filming Consent Form