

## PHOTOGRAPHY 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 summarises when and where Hillbrook may use student images. In most instances students are not named:

Type of publication	Frequency	Audience
School Newsletter	Fortnightly	Parents and students
Reflections Year Book	Annual	Students
Prospective Parents Newsletter	1 per Term	Prospective parents both current accepted and on waitlist.
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 approved videos shared on the website.
Digital Access Pass YouTube channel	Ongoing	Public
Social Media accounts (inactive) <ul style="list-style-type: none"><li>• Facebook</li><li>• Instagram</li></ul>	Inactive	We have both a Facebook and Instagram account however both have been inactive for the past 2 years.
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 articles	Public
Posters, calendars, flyers	As needed for school events/marketing	Public

## 4.2 Consent / Media Permissions

- All parents will be provided with a copy of this Policy before their child commences school at Hillbrook. It will also be provided annually and is always available on the website.
- Parents can update their child's Media Permissions in Parent Lounge at any time. Instructions can be found [here](#).

The following permissions to use photos and videos are available and will automatically be set at YES in Parent Lounge.

1. **Marketing** – We will seek specific approval for anything major and public such as a marketing video or on a billboard or bus wrap, however your child's photo, unnamed, may be used in a brochure, invitation or flyer.
2. **School website** – photographs or videos used on the school website – these will usually be taken by our professional photographer/ videographer and will always be unnamed.
3. **School Newsletter**
  - **Current Parents** this is distributed online fortnightly to current families and current enrolled families. It is not available on the website and to the general public. Students are sometimes named.
  - **Prospective Parents Newsletter** – this is distributed online each Term to all enrolled prospective parents. It will contain some content from the current parents' newsletter however all students will be unnamed in photos and any student names will have the surname removed.
4. **School Publications:**
  - **Reflections** – student's yearbook – this is an internal publication and provided to students as a keepsake. All students are included in this publication unless there is a specific request to omit.
5. **School Videos** - Parents will be asked separately if students can take part in school tour and promotional videos. Other videos taken of musical performances etc will only be shared in the Newsletter or for Online Assemblies (only viewed by staff and students).

NOTE: if you have opted for your child to be excluded from photos or videos for the Newsletter or general marketing, they will be responsible for notifying the photographer and removing themselves where photographs or videos are being taken at school events. 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 review the Photography and Filming Consent Policy in case of changed situations. Media permissions can be changed at any time and the Communications Team will automatically be alerted to any changes. It is important to note that if you don't update your child's records, their photograph may be used in a publication.
- 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 current student photos are stored on the school server, accessible only by Hillbrook staff and archived photos are stored on Hillbrook's Google Drive.
- 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 will usually only use their first name in most instances.
- The fortnightly newsletter will sometimes contain both first names and last names of students and will be accessible via the Hillbrook Orbit 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 be uploaded to Social Media platforms without obtaining the consent of the other parents and students involved.

#### **4.5 Videos of School Ceremonies**

We may have a need to create videos for events that are normally viewed in person by parents. The following procedures are in place for these instances:

- 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 a period of time.
- 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**

- Through Parent Lounge, 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 Team prior to publishing.

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

Due to the nature of social media, websites and cookies, 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