



STUDENT IMAGES and PRIVACY POLICY

Approved by School Council – August 2016

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.

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.

Images of students are integral to school magazines 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 will not dramatically change these activities.

- Bentleigh Secondary College uses photographs of students for **student identification cards**. These cards are in the custody of the student, so no personal information is disclosed.
- Usually once a year a photographer takes individual and **class 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.
- Class and individual photographs are included in a **school magazine** or **yearbook**.

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.

At Bentleigh Secondary College we celebrate the efforts of our students by mentioning their participation in school events and their achievements in our school newsletter. Occasionally photographs of students are included. We also use photographs of students in our school year book along with examples of their work. Photographs of students are on our school intranet site and college operational systems e.g. Compass. On the college website and in our publications e.g. year book, there are images of students, group and individual photos published with students' full names. Written notification to the Principal is required from parent if they do not wish their child/ children's full names to be published.

We allow parents to record school performances 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 DET on behalf of all government schools (AMCOS/ ARIA license).

If parents have any concerns about how photographs of their child may be used by the school, they should contact the college.

Upon enrolment at Bentleigh Secondary College, I give permission for images of my child to be used in college newsletters, the college year book and other college publications to celebrate the achievements of students at the college.

With local press articles involving students, parent consent will be sought before providing information or photographs for the publication.

EVALUATION

Review annually, with recommended changes being presented to College Council