



## Student Images, Privacy & Copyright

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. Therefore a school should consider how student images are recorded and used with regard to the privacy of the student and their family.

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.

Each year a photographer takes individual, class and team 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. This practice has been part of school life for decades and the taking of class photographs is expected as part of the usual educational year.

Class and team photographs are included in a school magazine or yearbook. Most people within the school community expect that these photos, along with appropriate identification, will be included in the publication. This use is therefore reasonably expected and consistent with the original purpose of recording a student's participation in school and school activities.

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 Beaufort Secondary College we celebrate the efforts of our students by mentioning their participation in school events and their achievements in our school newsletter. We also use photographs of students in our school magazine along with examples of their work. Photographs of students are on our school intranet site. On the school website there are images of students and we identify a student only by their first name, class or year number. If an individual photograph and full name is required, we will only publish this on the website with the consent of the parent and student.

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 DE&T on behalf of all government schools (AMCOS/ARIA license).

We invite local press to school events and they are expected to follow school policy on the publication of photographs of students. When a story is about an individual achievement we will always seek your consent before passing information or photographs to the press for publication. Unless a story features an individual child only group photos are published and students' identified by first name and year only.

If you have any concerns about how photographs of your child may be used by the school please let us know.

In addition to the expected use of student photos in the School Newsletter and School Magazine, which will include student names,

I agree/disagree (please circle) to my student/students who attend Beaufort Secondary College being included in photos, videos, on the school intranet website and school website. Photos can be used by the media but only their first names will be used. I understand that the school will advise me if individual photos are to be used and full names can only be used with my permission.

Please list student names: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Parent Name: \_\_\_\_\_

Parent Signature: \_\_\_\_\_

Date: \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_