

Acceptable Use of Images - Information for Schools

Though our schools and colleges operate under strict guidelines regarding the publishing of students' images, they cannot control the actions of students, families or others in relation to the publication of unofficial images. However, as noted in the Tasmanian Catholic Education Commission Enrolment Form, it is contrary to each school's ethos for photographs or film taken of students participating in school activities to be publicly displayed (including social media) without prior permission of that student's parents or guardians.

The *Privacy Act* currently does not regulate personal photography or recordings by parents/guardians. Schools are generally not in a position to control the personal photography activities of parents/guardians or to proactively monitor what they post on social media. Generally, schools have no right to prevent photography in public outside the school grounds, unless a stalking, harassment or other legal issue arises. However, the school may, from time to time, determine that photography or recording at school events or on school grounds is restricted. Restrictions should always be clear, relevant to the school event, readily available to applicable parties, and capable of enforcement by staff. For example, on a swimming carnival note a school may state that 'no photography or recording by families is permitted at this school event'.

If a school receives a complaint from a student, parent or guardian concerning the photography or social media activity of another member of the school community, the school should follow its complaints handling procedure. In more extreme cases the school may assist the complainant to refer the matter to relevant authorities such as the Office of the eSafety Commissioner or may be required to refer the matter to law enforcement authorities.

Where any student, worker or other person notices behaviour which may be criminal, or may endanger the health or well-being of a student, they must report the behaviour immediately to the Principal (or the Principal's delegate). The Principal (or the Principal's delegate) will take appropriate action in response to the report, which may include disciplining persons who are members of the school community or report the matter to the Police or relevant authorities.

The school will follow these general guidelines when using and publishing images of students:

- photos/videos of a student will only be used when they have written permission of the parent/guardian;
- where appropriate, no student will be identified by their full name in the photos/videos published;

- information which might give details of or identify a student other than publishing a student's first name if naming is required will not be included;
- consent will be sought from a student or parent/caregiver to comply with copyright laws before publishing photos or video of a student's work; and
- where there are photos which may potentially be misused (for example, photos of students at gymnastics or swimming events), the school will take steps to ensure only appropriate images or videos are published through the use of a dedicated photographer for the event.

The *Acceptable Use of Images – Information for Families* should also be made available on school websites and be distributed to all current families.

Student Images

Images of students may be used in print and online advertising material, school publications, and/or system level/Archdiocesan publications provided that the appropriate permissions are in place. Images of students are a form of personal information (a record) which must be managed in accordance with the Tasmanian Catholic Education Commission Privacy Policy.

Parents/guardians should have the opportunity to review any advertising material (including items produced to promote the interests of the system such as election campaign material) for schools, the TCEO or the Archdiocese of Hobart that features an image of their child/ren and specific consent should be sought in writing allowing the image may be used in conjunction with the advertising message.

Images of students who have not provided express consent to be featured online must not be used in any documents or materials intended to be produced as printed documents and subsequently published online such as school newsletters.

There is an opt-in provision in the Enrolment Form for media outlets to photograph, film and interview students as well as publishing their full name, school and age. However, schools, the Tasmanian Catholic Education Office and the Archdiocese of Hobart must seek additional consent beyond the Enrolment Form for permission to publish the student's full name alongside their image. In general, publication of the student's first name is permitted.

Families, schools, the Tasmanian Catholic Education Office and Archdiocese of Hobart rely on school staff to ensure the appropriate permissions are in place prior to using student images. It is the responsibility of each school to ensure that students who appear in photographs either commissioned by or provided to schools, the TCEO or the Archdiocese of Hobart have parental approval for the images to be reproduced at a school, system and Archdiocesan level.

School staff must immediately advise schools and the TCEO if any parents/guardians or students withdraw consent for images to be published.

These photos may be used to enhance internal and external documentation, websites, appear in advertising and promotional material, or on social media on behalf of schools, the TCEO and/or the Archdiocese of Hobart. A full description of the uses of photographs is available on the Tasmanian Catholic Education Commission enrolment forms distributed to all schools and colleges. The TCEO will use commissioned photographs or images supplied to the Office by schools for all of these purposes on an ongoing basis unless advised by schools that a student or staff member does not consent for their image to be used. As noted above, the TCEO will consult with schools regarding any images used in advertising materials to request specific consent for use by the student's parents/guardians including details of where the images will be placed.

From time-to-time, external parties with connections to Catholic education in Tasmania may request images for use in their publications. In all instances, the TCEO will seek additional written approval for student images to be used in external publications, separate from the permissions obtained in the TCEC Enrolment Form.

Publication of Student Work

Where the school wishes to publish a student's work, consideration needs to be given to any copyright the student may have in that work. Consent may need to be obtained under the *Copyright Act 1968* before the work may be published.

Publication of Staff Images

Any staff who feature in photographs will be asked to sign a consent form. Any staff who do not wish to be photographed should advise the photographer at the time the images are being taken. This applies to school photography, and photography commissioned by schools, the TCEO or the Archdiocese of Hobart.