



POLICY AND PROCEDURES MANUAL

Visual Images – Restrictions and Use

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1. OVERVIEW

Rehoboth Christian College regularly uses images of students in a variety of ways to recognise achievement, inform parents, publicise events and to promote the College. The College also has an internet site, which uses photographs of students.

2. RATIONAL AND SCOPE

The purpose of this policy is to ensure that the College is complying with the Australian Privacy Principles in regards to the correct procedures for the use of images of students. It applies to all staff members of the College.

3. ATTACHMENTS AND REFERENCES

This policy should be read in conjunction with the following documents:

- Privacy Policy
- Privacy Impact Assessment Form

4. DEFINITIONS

Visual images (or “images”) refers to any photographic or videographic representation of an individual.

Consent means express consent or implied consent

5. VISUAL IMAGE REGISTER

Parents and staff should be aware that, in 2015, the College intends to develop a register of students for which it does not have consent to utilise images of students. This register will be accessible only to College Leadership, Administration Officers, and the Projects Officer and is intended to provide those staff with a means of quickly identifying those students whose images cannot be used. A photographic image of these students will be a requirement of the register (to facilitate identification), but, in accordance with Privacy requirements, the document will be stored securely and access limited. Affected parents will be notified when the register is being prepared.



6. PROCEDURES

The College aims to ensure that it abides by applicable legislation and that correct procedures and policies are implemented when using visual images of students.

6.1 Student or staff under protective orders

- a) The College is committed to protecting students and staff who have Court Orders or similar protections in place from disclosure (intentional or otherwise).
- b) Parents and staff are required to inform the College of any such Orders that may be in place which will prohibit the College's use of visual images or references to names.
- c) The College will endeavour to confirm the status of an individual it is unsure about prior to use of any visual image. Should a disclosed be made, however, the College will do all in its power to withdraw the visual image.

6.2 Consent

- a) Parents or guardians are requested to provide consent at the point of enrolment, using the Student Privacy declaration on the **Student Enrolment Form**. This declaration states:

"Your child's visual images (including photographic and videographic) may be reproduced for use in College records and for promotional materials, in printed and electronic form. Should you wish for them to be excluded, please be so kind as to indicate your reason for this exclusion"

Parents or guardians opting to **not** complete this declaration are providing permission for the use of their children's images in some or all of the followings ways:

- i. Newsletter
- ii. Website
- iii. Promotional and marketing
- iv. Handbook
- v. Yearbook
- vi. Class publication
- vii. Media publication



- b) Consent is requested at the point of enrolment, and is renewed at the commencement of Secondary School (where the student has commenced in Primary and is continuing his or her studies at Rehoboth).
- c) The College may, throughout the year, contact parents to seek consent to use an image for a specific project, such as where an image is particularly suited to a publication.

6.3 Access and withdrawal of consent

In accordance with Privacy requirements parents may:

- a) request to access images of their children held by the College at any time. The College is happy to provide copies of images featuring a family's children; however, this can only be done where either:
 - i. the image does not feature any other students, or
 - ii. where consent has been granted, in writing, by the parents of any other students featured. The responsibility for obtaining this consent rests with the parents requesting the image(s), though the College will assist in identifying families for the parent to contact.
- b) Parents or guardians are at liberty to withdraw their consent at any time by contacting the College in writing.
- c) Students may request access to images of them which are held by the College, but may not withdraw consent without the written authorisation of parents or guardians.
- d) Please refer to section 11 of the College's **Privacy Policy** for procedures on accessing personal information. These requests will typically need to be submitted in writing.