

Mernda Hills Christian College

Use of Images Policy



Document Control

| Revision Number | Review Date | Implementation Date | Description of Changes | Prepared By | Approved By |
|--------------------------------|-------------|---------------------|---|--------------|------------------------|
| Gilson College – Mernda Campus | | | | | |
| | Oct 2022 | Apr 2023 | <ul style="list-style-type: none">General review | Exec Leaders | Gilson College Council |
| Mernda Hills Christian College | | | | | |
| 1 | June 2023 | January 2024 | <ul style="list-style-type: none">General reviewAdd Notification of Consent, Point 2 | Exec Leaders | Exec Leaders |
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Rationale

At Mernda Hills Christian College the use of images (photographs, video, etc.) of students, staff or other community members is an important part of marketing and community building. However, these images may be potentially harmful, to the individual or the College, if used inappropriately.

Implementation

General

1. *The Privacy Act, 1988 (Aus)* and *The Information Privacy Act, 2000 (Vic)* cover the collection and use of personal information. Personal information is information that identifies a person. This includes images – photographs, digital images, and video. The Act requires consideration in the use of this information to protect the privacy of the individual and their families.
2. See also the *Mernda Hills Christian College Privacy Policy*.
3. The Act allows for the use of images in the ordinary educational activities of the College. These uses do not require the consent of individuals. This includes:
 - a. College identification cards,
 - b. Class or team photographs,
 - c. College yearbooks,
 - d. College newsletters (circulated within the college community only - *not* accessible to the general public)
4. Information provided for these purposes may include information which identifies the individual, but is normally circulated within the College community only.
5. Official school photographers are to use the photographs taken for the expected purpose only. Other uses will only be permitted with the consent of the College and individuals concerned.
6. Uses which will require **individual consent** include:
 - a. Publication in public newspapers or magazines,
 - b. Publication on websites,
 - c. Use in marketing material for the college,
 - d. Use in marketing material for the Seventh-day Adventist Church
7. Information provided for these purposes will usually be accessible by the public and should not contain personal information such as full names. Exceptions to this is where individual consent is gained for specific use of the images.
8. Images of staff and students will be stored with due care to privacy principles. Access to images will be limited to authorised individuals and used only for authorised College purposes.
9. Images created by students (including digital images and video) must comply with this policy. Use of these images may have copyright implications and the appropriate permissions should be gained before use.

Notification and Consent

1. All parents will be provided with the *Consent for the Use Student Images - Forms 1 and 2* upon enrolment at the College. This is a once-only consent which covers the use of specified images and personal information (names) for the term of their enrolment at Mernda Hills Christian College. The form is completed by parents before enrolment can be finalised.
2. The College acknowledges that unaccompanied minors, wards of the state, or students who have grandparents, or other relatives or foster carers etc. acting as guardians **should not** have their images used unless the specific consent of **both the guardians and the student** is sought in writing, and where the student is of an age where they can give consent to do so.
3. Explanations of the use of images and personal information, and the required consents, shall be contained in both students and staff handbooks.
4. Consent forms are to be separate forms and should not be 'bundled' with other forms.
5. Consent forms should be specific when referring to the use of images and personal information and not seek 'blanket' consent.
6. Parents may change their consent at any time. This must be provided in writing to the College receptionist.
7. Staff do not need to provide their consent for the use of their image in college publications unless it includes personal information. In those cases, consent will be sought by the Principal (or delegate).

Recording of Events

1. Where College events are recorded (video and/or audio) the principles of this policy must be followed. This means individuals should not be identifiable without consent. Previously obtained consent forms are adequate for this purpose.
2. Where students or parents wish to record a College event for their own use, they are to be made aware of the policy (newsletter, handbook, etc.) and expected to comply with the principles therein.
3. Where the press attends a College event the policy is to be explained to them.

Publishing of Images

1. Consent must be gained before images can be published in print or online, including private and public networks. This includes social media sites (such as Facebook or Instagram) and any other sites or apps which host images.
2. Where Mernda Hills Christian College is identified, or can be identified, permission to publish must be gained from the Principal (or delegate).

Related Policies and Processes

- Anti-bullying and harassment Policy
- Child Safety and Wellbeing Policy,
- Child Safe Protection Code of Conduct
- Community Code of Conduct Policy
- Consent for the use of student's images – Forms 1 & 2 (For use during enrolment)
- Enrolment Policy
- Mandatory Reporting Policy
- OH&S Policy
- Privacy Policy
- Reportable Conduct Scheme Document

Relevant Documentation or Legislation

- Privacy Act, 1988 (Aus)
- The Information Privacy Act, 2000 (Vic)