SILVER TREE
STEINER SCHOOL

Photographs, Videos and Digital Images

2025

This policy applies to: staff, parents, visitors, volunteers and contractors

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Policy

Background

The Australian Privacy Principles (APPs) set minimum standards in relation to the collection, security, storage, use, correction, disclosure of and access to personal information. These APPs broadly apply to the collection and handling of personal information that is held in a school record. Under the Privacy Act 1988 the school may only collect and hold personal information that is reasonably necessary for its functions or activities.

Images of individuals in photographs or videos are treated as personal information under the Privacy Act where the person's identity is clear or can reasonably be worked out from that image. Images of individuals may also contain sensitive information if, for example, the individual's racial or ethnic origin or religious beliefs are apparent.

There are many different reasons, occasions and circumstances, as part of the normal activities and functioning of a school that will involve the taking, use and publication of student photos and videos. Silver Tree Steiner School will use student images reasonably, appropriately and sensitively, consistent with our obligations under the National Principles for Child Safe Organisations and our Child Protection Policy, Privacy Policy and Duty of Care Policy.

Purpose

The purpose of this policy and associated procedures is to outline the practices that Silver Tree Steiner School (the School) has in place for the collection, use and disclosure of images of students to ensure compliance with the Privacy Act. It also explains the circumstances in which the School will seek parent consent and how consent can be provided and/or withdrawn.

Definitions

Personal information means information or an opinion about an identified individual or an individual who is reasonably identifiable whether the information is true or not, and whether the information is recorded by the School in any material form or not. This can be personal information that is shared verbally with staff. It includes all personal information regardless of its source and can range from very detailed information, such as medical records, to sexual orientation and to other less obvious types of identifying information, such as an email address.

Personal information does not include information that has been de-identified so that the individual is no longer identifiable either from the information or from the information when combined with other information reasonably available to the School.

Sensitive information includes any information or opinion about an individual's racial or ethnic origin, political opinions, membership of a political association, religious beliefs or affiliations, philosophical beliefs, membership of a professional or trade association, membership of a trade union, sexual orientation or practices, or criminal record. It also includes health information and biometric information.

Records are 'documents' (anything on which there is writing, anything from which sounds, images or writings can be reproduced, drawings or photographs) or an 'electronic or other device'. The definition is inclusive and therefore covers a wide variety of material which might constitute a record. The Privacy Act regulates personal information contained in a 'record'.

A ***document*** is defined to include anything on which there is writing, anything from which sounds, images or writings can be reproduced, drawings or photographs.

Policy Review and Dissemination

This policy and related procedures will be made available to the public and staff members on the school website and is available to staff in the Policies and Procedures section of the Staff Intranet

The School may, from time to time, review and update this policy to take account of new laws and

technology, changes to the School's operations and practices and to make sure it remains appropriate to the changing school environment. The policy will be reviewed at least once every three years by the Head of School.

Procedures

There are many occasions during the year where staff photograph, film or record students participating in school activities or events, for example classroom activities, sports events, concerts, excursions, camps etc. We do this for many reasons, including to celebrate student participation and achievement, showcase particular learning programs, document a student's learning journey or to communicate with our school community through newsletters or other correspondence.

Notification and Consent for Using and Disclosing Images

Silver Tree Steiner School will ensure that parents are notified upon enrolment and at the commencement of each school year of the ways in which our school may use images of students. An Annual Consent Form and Collection Notice will be distributed to parents/carers on enrolment and also at the beginning of each school year. Parents sign that they do or do not wish their child's image to be included in the school newsletter or any other publications such as school magazines, community newspapers or marketing, either in print or electronic form.

A list of student's names who are not to have photographs included in any school publications is given to the editors of the school newsletter and marketing staff. Class teachers are also given a list of students who are not to be photographed if considering their photographs for use or disclosure.

Parents/carers can contact the school at any time to withdraw their consent for any future collection, use or disclosure of images of their child. However, if the images have already been published and are in the public domain, it may not be possible for consent to be withdrawn.

Images For Use and Disclosure Within the School Community and Ordinary School Communications

From time to time the School may photograph, film or record students to use within the school community, including:

- in the school's communication, learning and teaching tools, e.g. emails, staff intranet, for display in classrooms or on noticeboards etc.
- to support a student's health and wellbeing e.g. to demonstrate an action required by a therapist for practice purposes, for behaviour management or for safety identification reasons.
- for education purposes e.g. to review performances, for the teaching of fundamental motor skills or the creation of 'social stories' that are used to help student development

Images For Use and Disclosure Outside The School Community

Photographs, video or recordings of students may also be used in publications that are accessible to the public, including:

- on the School's website
- in the School newsletter which is publicly available on the website
- on the School's social media account
- in School magazines/year books
- in contributions to Steiner Education Australia.

The use of some forms of information, notably the linking of the name of a student to a photograph, video and/or digital image, requires consideration of other issues, in particular child protection. Silver Tree Steiner School will not use a student's full name in conjunction with a photograph in any publication that will be freely available beyond the School.

The Annual Consent Form and Collection Notice covers the aforementioned uses. We will notify you individually if we are considering using any images of your child for specific advertising or promotional purposes.

Official School Photographs

Each year Silver Tree Steiner School will arrange for a professional photographer to take official school photographs of students. This will generally involve both class photos and individual photos being taken. Official school photographs may be purchased by parents, used for school identification purposes and stored on the School's database for educational and administrative purposes.

The School requires that the company used for taking the photographs ensures their staff have current Working with Children Checks.

Parents/carers can withdraw their consent for their child to be included in the official school photographs in the Annual Consent Form and Collection Notice or by emailing the School's Administration Officer on Victoria.partington@silvertree.wa.edu.au before the date photos are scheduled to be taken. There is no obligation on any parent/guardian to purchase any photographs taken.

Images to Manage Student Welfare or Fulfil Our School's Legal Obligations

On occasion it may be necessary for school staff to photograph, film or record students to fulfil legal obligations or our duty of care to students, including to:

- provide a safe and suitable workplace
- take reasonable steps to reduce the risk of foreseeable harm to students, staff and visitors
- for identification purposes such as photo displays to identify students with health conditions that may need emergency treatment.

Silver Tree Steiner School does not require or obtain consent from parents/carers or students to photograph, film or record students for these reasons. However, when the School photographs, films or records a student for any of these purposes, staff will only collect and use such images in a way that is reasonable and appropriate in the circumstances.

Media Images

On occasion, the media may seek to photograph, film or record students for a news story or school event. This may include broadcast media, online or print media, including newspaper and magazine publications. When we receive such requests, the School will provide parents with information about the organisation involved and when/for what purposes the photography, filming or recording will occur. Silver Tree Steiner School does not own or control any photographs, video or recordings of students taken by the media.

Parents/Carers Taking Photos at School Events

Silver Tree Steiner School does not own or control any images of students taken by parents/carers, students or their invited guests at school activities. The Privacy Act does not regulate personal photography or recordings by parents/caregivers. Schools are generally not in a position to control the personal photography activities of parents/caregivers or to monitor what they post on social media.

Whilst we don't encourage photos be taken at school events, we do expect everyone to respect the rights, privacy and confidentiality of others. As mentioned under *'Images For Use and Disclosure Outside The School Community'*, a student's name must not be used in conjunction with any image in any publication that will be freely available beyond the School.

See the '*STSS Code of Conduct for Parents'* and '*STSS Social Media Policy*' for more information.

Staff Use of Personal Devices

School staff may use their own personal devices to capture images of students for reasonable and legitimate educational purposes. If this occurs, staff are expected to upload the images to the school database and delete the images from their device within a week of the images being captured. Wherever possible, the use of school devices is preferred.

Breaches or Concerns

If there are any concerns regarding the use of inappropriate or intrusive images or recordings by any persons, please advise the School.