

## PHOTOGRAPHY AND VIDEO POLICY

### 1. COMMENCEMENT AND VARIATION

1.1 This Policy commences operation 28 April 2022 and replaces all previous Photography and Filming policies of the School. This Policy is subject to variation by Tintern Grammar from time to time. Amended Policies will be communicated to all students and staff.

### 2. PURPOSE

This policy specifically relates to both the photography and filming of students and staff members while attending School events, functions, trips and camps and the use by the School of images and videos of students and staff members. This policy aims to facilitate the safe use of School photography and filming of School events and activities, while protecting the rights of privacy of the students, parents and/or guardians and staff members.

### 3. APPLICATION

3.1. This policy extends to the photography and filming of all students currently enrolled and current staff at Tintern Grammar and applies to the use of this content by members of School both on and off School property, for promotional content, publications and web use.

### 4. DEFINITIONS

4.1 PHOTOGRAPHS are defined as the taking of a still image with the use of a camera, phone, tablet or other device.

4.2 VIDEO is defined as when a person films a moment with the use of a camera, phone, tablet or other device.

4.3 PROMOTIONAL MATERIALS refers to photos and videos that can be published in any promotional material, whether printed or digital, this includes advertising, billboards, Prospectus, digital ads and any other material used to promote the School.

4.4 PUBLICATIONS refer to photos that can be published in any printed or online publication or directory e.g. Factis or Aspectus newsletter, this does not include the Brook year-book.

4.5 WEB USE refers to photos and videos can appear in any online area, including the School's website, social media or any site where there is public access, this does not include the School Portal.

### 5. SCHOOL PHOTOS

5.1 Prior to 'School Photo Day', Staff and parents and/or guardians of students will be notified with the name of Tintern's photograph company; when class/year level photographs will be taken; and, that individual photos will be stored in Synergetic for administrative and School purposes.

### 6. USE OF STUDENT PHOTOS AND VIDEOS BY THE SCHOOL

6.1 At the time of enrolment, all families will be asked to give general consent for their child's photo/video to appear in School communications material such as publications,

promotional materials and web (which includes but is not limited to our website and social media platforms). For specific photoshoots and advertising campaigns, a separate permission will be obtained and parents and or guardians will be required to sign Tintern's 'Still and Moving Image Release Form', this process is managed by the Marketing Department.

- 6.2 As set out in the Student Photo Permissions, the School will publish and disclose photographs and video of students on its social media platforms to inform the School Community and the public of academic, musical, theatrical, sporting, etc. news and achievements of current and past students and staff, as well as promote School events.
- 6.3 Use by the School of such photographs and video will be governed by the following principles:
  - 6.3.1 Images will not be used in a way or for a purpose that will be prejudicial to a student's interests.
  - 6.3.2 Images will be used where students are dressed in the official school uniform or sports uniform (or casual clothes for school related events such as camps or excursions) and images of students in swimming costumes will only be used if the circumstances are considered appropriate.
  - 6.3.3 Students will not have their full name accompany their image unless specific permission has been sought by their parent(s)/guardian(s).
  - 6.3.4 Tintern Grammar will not 'tag' students, parents or staff in posts or images, nor will followers of the page have the ability to do so, except where a parent is a public figure.
  - 6.3.5 If a parent does not provide consent for their child to be featured in photos or videos to be used in the School, it will be assumed that permission has not been granted.
  - 6.3.6 Parents and guardians can alter their permissions settings at any time by emailing [helpdesk@tintern.vic.edu.au](mailto:helpdesk@tintern.vic.edu.au).
  - 6.3.7 A list of students who do not have permission to be photographed for the purposes of School communications material will be managed by the IT Department and is listed in Synergetic and the School Portal.
- 6.4 Staff are allowed to take photo/video using School equipment to support educational aims, but must follow School processes concerning the sharing, distribution and publication of those images. Staff may use their own personal devices when taking such photos/videos of students as long as the content is removed from personal devices after use for these aims. These include tablets, iPads, phones and cameras.
- 6.5 Student teachers, volunteers, visitors and contractors are not permitted to take photos/videos of students for personal use without permission from the School.
- 6.6 Should the School inadvertently publish the photos/videos of a student without parental consent, it will immediately remove the material once notified.

## **7. USE OF STAFF PHOTOS AND VIDEOS BY THE SCHOOL**

- 7.1 Staff will be asked to give general consent for photos/videos of them to appear in School communications material such as publications, promotional materials and web use which includes but is not limited to our website and social media platforms. Preferences will be stored in Synergetic for administrative and School purposes.

7.2 If a staff member does not provide consent to be in photos or videos to be used in the School, it will be assumed that permission has not been granted.

7.3 Staff can alter their permissions settings at any time by emailing [helpdesk@tintern.vic.edu.au](mailto:helpdesk@tintern.vic.edu.au).

7.4 Should the School inadvertently publish the photos/videos of a staff member without consent, it will immediately remove the material once notified.

## 8. USE OF STUDENT IMAGES AND VIDEOS BY PARENTS

8.1 The School understands that parents and/or guardians, family and friends may wish to take photos and videos of students and their friends during School events or activities. The School encourages the taking of photographs and video image, provided that such activity is not in breach of copyright or some other legal right and is not for commercial use.

8.2 Parents are able to take photos/videos of their own child at school events, unless there are copyright implications, i.e. Photos/Video/Audio of School Productions. Photos/Videos of other students are not to be uploaded to the web or social media or distributed without prior consent from the students' parent/or guardian.

8.3 Parents are not to take cameras or other devices with a camera into change rooms.

## 9. USE OF IMAGES AND VIDEO BY STUDENTS

9.1. Students must not take, use, publish or distribute photos/videos of other students or staff without their permission.

## 10. RELATED POLICIES

10.1 [Tintern Grammar Child Safe Policy](#)

10.2 [Social Media Policy – Students](#)

10.3 [Parent and Community Code of Conduct Policy](#)

10.4 [Social Media Acceptable Use Policy](#)

## 11. APPROVAL

11.1 Policy Approved By:	Tintern Grammar Executive
11.2 Date Approved:	28 April 2022
11.3 First Published:	28 April 2022
11.4 Reviewer:	Director of Admissions and Marketing
11.5 Review Cycle:	3 years
11.6 Revision Date:	28 April 2025