

Kincumber Public School

School photograph, video, publication and other media plan

Purpose and scope

This plan outlines our school's approach to the application of privacy law to photographs, video and sound recordings and works of students onsite and online to ensure safe, responsible and respectful use of these. It covers the school's use of digital images and sound recordings in school-related settings and online services and the publication of student names and work.

Staff use photos, videos and other media to capture photographic images and sound recordings of students at this school for a variety of educational purposes.

This plan addresses the collection and use of personal information and is consistent with the Department's relevant policies and provides information about current school practices and actions parents should take if they have concerns about privacy.

Definitions

Term	Definition
Educational purposes	any use approved by school staff that supports student learning, wellbeing and educational outcomes
Online services	include digital classrooms, chat and messaging, online games, virtual reality, interactive online learning activities, social media and other online spaces
Personal Information	includes photographic images, videos and sound recordings where an individual can be identified or his or her identity is reasonably apparent from the image or sound recording
School-related settings	include school grounds, school-related activities and outside of school where there is a clear and close connection between the school and the conduct of students, such as excursions and camps. This connection may exist in situations where: there is discussion about school taking place outside of school hours; a student is wearing their school uniform but is not on school premises; a relationship between parties commenced at school; students are online in digital classrooms; and where online contact has flow on consequences at school and duty of care requires the school to respond once an incident is reported

Our school approach

Using photographs, video, student work and other media for educational purposes

Our school uses photographs, videos, sound recordings and other media to document school events and activities for the purpose of promotion, celebration and maintaining current and historical records.

School photographers

Our school engages a school photographer each year to take group and individual photographs. Parents and carers deal directly with the company to purchase photographs. The school retains a digital archive of all images. When distributed, either in hard copy or digitally, all families will see the names of all students in their own child's class.

For the principal and school staff

- securely hold photographs at school (digitally and in the form of a hardcopy folder containing class groups and staff photographs).
- obtain a copy of each class and student photograph for the purposes of maintaining historical and current school records and may use them to identify students in cases of emergency, roll-marking, healthcare and learning plans, Year 6 Yearbook and learning activities.
- retain and dispose of photographs in accordance with NSW privacy legislation and the State Records Act 1998.

For parents and carers

- email the school should they want their child excluded from school photographs.
- contact the school if they wish to access the photographs and if they have concerns about the school obtaining and/or retaining their child's photograph.

For students

- use school photographs in a safe, responsible and respectful way for educational purposes and under the supervision of a teacher.

Recording of school events by school staff or parents and carers

The school holds many events in school-related settings and school staff will capture photographs, video and sound recordings of students. These events include, for example, sporting carnivals, celebrations such as Easter, Book Week, ANZAC Day and school performances. photographs, video and sound recordings may be used in learning activities, school newsletter, school website, Year 6 yearbook. The school does not have a social media platform although the P & C maintains a social media presence and consults with the school about the use of photographic images, videos and sound recordings before use.

For the principal and school staff

- use personal devices to record events and comply with DoE policy so that recordings are uploaded to a school device and deleted from the personal device (and any cloud backups) as soon as reasonably practicable.
- ensure permission to publish records are up-to-date and consulted to determine use of recordings and to determine use beyond the school community.
- redact images of students with no permission to publish in group recordings, seek permission to publish full names on the roadside sign.

For parents and carers

- refrain from taking photos and video recordings at excursions and events and if publishing photos and recordings of their own children participating in school events, images and videos of other children should not be displayed.
- consult with parents of other students captured in any footage before displaying on social media or other publicly accessible forums.
- provide or update a <General Permission to Publish> on enrolment or when there is a change of circumstance.

For students

- make recordings in a safe, responsible and respectful way for educational purposes and under the supervision of a teacher using school-approved devices.
- comply with DoE policy and school procedures when using a school-approved device, when on overnight excursions as the use of mobile phones is banned in primary schools as is the use of digital/wearable devices to record.

Recording or livestreaming of beyond the community events

Students may be involved in community or elite sporting/cultural events such as PSSA representative sport, dance festivals, 5 Lands Walk. Department of Education events seek specific approvals from parents and carers for permission to publish.

For the principal and staff

- seek the consent of parents where an individual student is to be identified by name, interviewed or otherwise featured for example in an interview, publication in a newspaper etc.

For parents and carers

- be aware of upcoming beyond the community events and advise the school if you do not wish your child to participate or require special arrangements because of privacy concerns.

For students

- ensure prompt return of written permissions to enable appropriate planning.

School newsletters, noticeboards and yearbooks

The school uses the general permission to publish advice, school enrolment information and Department of Education policy to inform our use of student information in our community publications.

For the principal and staff

- publish full names of students to acknowledge student achievements in academic, cultural, sporting and behavioural programs unless permission has not been given.

For parents and carers

- provide or update a <General Permission to Publish> and use school communications such as the parent portal, calendars and newsletters to be aware of upcoming events.

Our communication approach

Parents and carers will be informed:

- through the school newsletter
- on the school website
- on the Sentral Parent Portal

Handling complaints

If a student, and parent or carer has any complaints relating to this strategy, the first step is to follow the school's complaints process. If the issue cannot be resolved, they should access the [Making a complaint about our schools](#) guide.

The department's [Complaints Handling](#) policy also provides further information and support for both the school community and staff.

Changes since previous update

Last updated	Description of changes	Approved by
31 January 2025	Changed to new template to reflect current DoE policy	Principal