

## Media Policy

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<b>Purpose:</b>	The purpose of this policy is to outline what media we collect, how we obtain permissions and the scope of those permissions.	
<b>Scope:</b>	Students, parents and employees, including full-time, part-time, permanent, fixed-term and casual employees, volunteers.	
<b>Status:</b>	Approved	<b>Supersedes:</b> New
<b>Authorised by:</b>	School Director	<b>Date of Authorisation:</b> July 2025
<b>References:</b>	<ul style="list-style-type: none"> <li>• <i>The Copyright Act 1968 (Cwth)</i></li> <li>• <i>Education (General Provisions) Act 2006 (Qld) (EGPA)</i></li> <li>• <i>Australian Privacy Principles</i></li> <li>• <i>Privacy Act 1988 (Cth)</i></li> <li>• SVSS Privacy Policy</li> <li>• SVSS Child Protection Policy</li> </ul>	
<b>Review Date:</b>	Every 2 years	<b>Next Review Date:</b> July 2027
<b>Policy Owner:</b>	School Director	

## Policy Statement

SVSS is committed to ensuring the privacy and correct storing and sharing of personally identifying material. SVSS is compliant with government regulations about media use and copyright materials, which state, SVSS may use copyright materials and or record, use or disclose personal information as required or authorised by:

- the Copyright Act 1968 (Cwlth)
- Education (General Provisions) Act 2006 (Qld) (EGPA)
- another law
- with the individual's express or implied consent. Before using an individual's copyright materials or recording, using or disclosing their personal information, consent must be gained from the individual or their parent/carer by the relevant employee.

In some instances, the department may be required by the EGPA or another law to record, use or disclose personal information about an individual, without consent. Consent is valid if it is:

- Voluntary – the person giving the consent knows that they do not have to give consent and that there will be no adverse consequences if they do not give consent.
- Informed – the consenting individual knows how their copyright works will be used, and/or, what, how, to whom and under what conditions, their personal information will be recorded, used or disclosed before agreeing.
- Specific – consent must be specific and identify the activities, information and parties that it will cover.
- Current – the consenting individual must be advised of the specified period for which the consent will be relied on, and how a person can revoke consent.

## Definitions

Media or Copyright material is defined as anything that would identify the person to the general public including:

- Full name of the person, either written or identifiable in an image.
- Identifying images that show the face of the person.
- Any other breach of privacy that may identify them to the public, such as sharing of their contact details, medical information or other as identified in our Privacy Policy.

Media or Copyright material may be taken or shared for the following purposes:

- Complying with child safety laws or other laws
- Academic assessment or moderation
- School photos including class photos
- Sharing internally in class updates from the teacher to the class
- Sharing internally via printed images within the classroom or office
- School website
- School Facebook page
- School Instagram
- School newsletter

- Youtube
- Newspapers
- Traditional and online media, printed materials, digital platforms, promotional materials and displays

## Responsibilities

### School Responsibilities

SVSS acknowledges its responsibility to:

- Appropriately store media and information that identifies a student, parent, employee or volunteer as outlined in the Privacy Policy.
- Gather media consents.
- Ensure consent is valid.
- Educate on how consent may be withdrawn.
- Adhere to any limitations on the consent form.
- Notify parents if third parties wish to film or photograph or otherwise identify students and provide appropriate third-party media consent forms.

### Employee Responsibilities

At SVSS employees have a responsibility to:

- Uphold and consistently apply this policy.
- Not store or share images of students, parents, employees or volunteers in a school capacity on their personal devices or online accounts.
- Ensure images or identifiable information is stored appropriately via secure channels such as the school portal.
- Ensure consent is valid (i.e. voluntary, informed, specific and current).
- Adhere to any limitations on the consent form.
- Provide their own consent for media and copyright purposes.
- Inform the school in writing via letter or email if this consent changes.

### Parent Responsibilities

At SVSS parents have a responsibility to:

- Inform the school in writing via letter or email if previously provided consent changes.
- Not store or share images of students, parents, employees or volunteers in a school capacity on their personal devices or online accounts. e.g. photos taken at festivals that may include children that are not their own.
- Understand that media or copyright material taken for academic purposes such as assessment or moderation may include their child and will be treated with respect for their privacy e.g. drama performance that is taken for moderation for NZCSE.
- Understand that if consent is withdrawn at a later date, some media may be unable to be recalled e.g. past years calendar, newspaper articles.

## Student Responsibilities

At SVSS students have a responsibility to:

- Adhere to the Mobile Free rules while on school grounds.
- Not store or share images of students, parents, employees or volunteers in a school capacity on their personal devices or online accounts.

## Implementation, Compliance and Monitoring

A three-tiered system is applied to voluntary media consent.

1. Full Media Consent. Consent is given for printed and digital media, which may include full name or identifiable photographic or video images for the following purposes:
  - Academic assessment or moderation.
  - Annual school photos including Class photo.
  - Internal class teacher emails about class progress.
  - Internal printed materials that may be present in classrooms or office.
  - Newsletters.
  - School social media channels.
  - School YouTube channels.
  - Newspapers.
  - Marketing materials for the school including school calendar, promotional materials and displays.
2. Limited Media Consent. Consent is given for internal use only, which includes the following:
  - Academic assessment or moderation.
  - Annual school photos including Class photo.
  - Internal class teacher emails about class progress.
  - Internal printed materials that may be present in classrooms or office.
  - Sharing of class plays via digital devices such as USB given to parents by teacher if play is filmed.
  - Sharing of class photos such as camps via digital devices such as USB given to parents or students e.g. outdoor education camp graduation gift to Class 12s.
3. Restricted Media Consent. Consent is given for the following only:
  - Academic assessment and moderation.
  - Annual school photos including Class photo.

If there are child safety concerns for the Tier 3, parents should reach out to the School Director to discuss at the time of consent via email. Where no consent exists, a person is presumed to have Restricted Media Consent until gathered consent states otherwise. Digital copies of media consents are stored in the portal under Administration. TASS records are updated in the Student File under UD Areas - Media Consent - F (full), L (limited), R (restricted). Teachers or staff may request a printout list of media consent for a student, class or group at any time by emailing Whole School Administration.

Consents are gathered at the following times:

- At the time of enrolment.
- At the commencement of employment.
- Where consent is found to not be present in an existing record.
- If media consent policy or forms are altered or changed from their existing state in a way that would nullify previous consent.

Gathering of student consent is the responsibility of the Enrolment Officer at the time of enrolment. Data from forms is input into TASS by Whole School Administration as a part of transferring a student to current.

Gathering of staff consent is the responsibility of the HR Admin at the commencement of employment.

Gathering of parent or volunteer consent is gathered as necessary as a part of marketing and is the responsibility of the Marketing Officer with assistance from Whole School Administration.

The ongoing maintenance of media consent storage and currency is the responsibility of Whole School Administration.