



## **Guidelines for the Use of Student Images**

The Victorian privacy laws, the *Information Privacy Act 2000* and DE&T Privacy Policy provide for the protection of personal information. At Kew East Primary School, we are concerned with protecting the privacy of students and their families with regards to the publication of personal information. This personal information can include a photograph, digital image or video of a student. These guidelines have been drawn up to confirm how student images are recorded and used at Kew East Primary School.

In general, student images are used to:

- record student participation at school and in school events
- celebrate student effort and achievement
- promote the school and events held by the school.

At Kew East Primary School, student images can be used in:

- Classroom activities and displays at school or in the community
- School Web pages
- Yearbooks
- Photograph albums
- Local Press
- Television and News Media
- Performing Arts
- Internal video recordings
- School, class, sport and individual yearly photos
- Assisting with the identification of medical information.

To respect the privacy rights of students and families, specific parental permission will be sought at the time of publication for the use of student images in each of the following:

- School Web pages
- Local Press
- Television and news media
- Local Community displays

Please note that, with regard to the external media, arrangements are made with the press to ensure photographs of students are not posted on their web site.