



Photography & Filming Policy

Rationale

At Upper Yarra Secondary College we recognise that photography is a useful tool within school and it is employed routinely in many ways, for example, to celebrate success and achievement.

We recognise:

- that families would like a visual record of their child's school achievements and activities throughout their child's schooling.
- the educational value of the use of video and photos in the school's teaching and learning.

At Upper Yarra Secondary College:

- photographs, video, film, and digital images taken by the school together with the publication of their name are used for administrative, archival, communication and marketing purposes, in any school publication, including the internet, as well as in the media.
- photographs/video may be used for, but not limited to, school portfolios, school displays, advertising, school publications, newsletters, media opportunities, editorial placements and columns, advertorial features, signage, website content and electronic communications.

Aims

To ensure the collection and use of student photographs and/or film in all UYSC communications complies with the College's Privacy Policy; and to make sure that the images are used for the positive promotion of the College and students.

Implementation

Upper Yarra Secondary College ensures the collection and use of student photographs and/or film during school hours and at school approved activities:

- protects the personal information of individuals
- respects the individual's right to control how and for what purpose their personal identity is used
- complies with the relevant legislation
- complies with the College's Privacy Policy
- that the images are used for the positive promotion of the College and students
- that staff and/or third parties responsible for obtaining photographs/video/film act with professional courtesy towards students, staff, parents and others.

Usage and Permission

If parents/guardians **do not** give permission, they are to advise the College **in writing** during the enrolment process. Their child will be excluded from **all** publications, including the internet and media i.e. official Homegroup /class photos, College fortnightly newsletter, (including Student of the Week feature), annual Yearbook, Newspaper articles, Presentation Ball, School Production, School displays etc.