

UNDERSTANDING IMAGE CONSENT

Throughout the school year, Mentone Grammar ('the School') often photographs, videos, films, records and livestreams students (collectively referred to as 'image/s') as part of everyday school-related activities and events.

This is done in relation to a variety of educational and cocurricular activities and events (eg classes, sporting events, camps, excursions, performances, competitions and celebrations), for a variety of reasons (eg celebrate milestones, record student participation, promote the School through marketing or advertising channels, and share experiences and successes), and using a variety of mediums (including but not limited to classroom displays, team photos, School productions, newsletters and magazines, the School intranet and website, advertising channels, school-based learning and training modules for staff, and on the School's social media platforms).

IMAGE COLLECTION

The School acknowledges that parents/permanent carers have primary responsibility for determining the privacy of their children, including how images of their children are used. Accordingly, the School seeks consent from parents and permanent carers to photograph, video, film, record and livestream every child enrolled at the School (and on occasion, the child's family members) during the course of the child's enrolment, including whilst at school or participating in school-related activities and events. At all times images are managed with respect and sensitivity and the School always endeavours to portray students in a positive light.

The School will:

- Enact measures to ensure that images of all students which are collected, published or broadcast by the School are appropriate.
- Collect, hold, use and disclose images of your child in accordance with the School's Privacy Policy which is available on the School's website.
- Maintain copyright of the images, which are wholly owned by the School.
- Record the student image consent information within the School's student management system (TASS).
- Communicate with the School community annually to remind parents of the School's approach to student images and consent, at which point parents/permanent carers will have a window of opportunity to change their current consent.
- Consent stands until such time that it is changed during the annual review process (usually January-February each year), or it can be expressly withdrawn in writing at other times of the year and sent to publications@mentonegrammar.net – please title email '**WITHDRAWAL OF IMAGE CONSENT**'. This written notification requirement applies in addition to any changes made on Operoo (unless the change is made during the annual review process).
- Any withdrawal of consent will take effect from the time of withdrawal, provided the written notification requirement (if applicable) is complied with and will not apply to any pre-existing collection, use or disclosure of a student's image.

DECLINING CONSENT

Due to complex challenges in managing the recording of any student images (eg at events), the School cannot accept parents/permanent carers providing partial consent (eg to images only being taken of certain activities, or to images only being published in certain ways). **Consent will be treated as unequivocal.**

If consent is not granted, student participation in certain school activities or events such as performances, group photos at camps or classroom activities may be limited. In general, student names that are used in print and digital publications use the preferred name and surname initial only with a year level (some exclusions do apply, eg leadership positions may have a full name applied).

THE MENTONIAN

The Mentonian is the School's annual yearbook and provides an overview of the School year. It also includes a portrait image of every student in class groups, with their name. All students, irrespective of consent preference will appear in this book, unless consent is expressly withdrawn in writing.

For withdrawal of consent from The Mentonian, please email publications@mentonegrammar.net.

Please include the name and current year level of every child you wish to withdraw from The Mentonian yearbook and title email '**WITHDRAWAL OF IMAGE CONSENT FROM THE MENTONIAN**'.

This must be completed by 1 September in any given year, otherwise removal of the student image from this publication cannot be guaranteed.



ANNUAL CONSENT PROCESS

Image consent approval will be sent to parents/carers just prior to the commencement of each academic year via the Operoo application (parents/carers should already have set up an account for this application).

Image consent must be accepted or declined by 14 February each year.

After this date the system will consider the previously registered response (as captured via the signed Business Regulations, annual consent process or via written means) as valid.

Parents/carers also acknowledge that even when authorisation is withheld, incidental, internal or unintentional use of a student's image may still occur from time to time (particularly when a parent or child attends a photographed or recorded school-related activity or event).

