

STUDENT IMAGE CONSENT

Last Review: February 2025, minor review July 2026	Constructed/Reviewed by: Mentone Grammar on advice from Russell Kennedy Lawyers
Next Review: October 2026 (and every two years thereafter in accordance with the School's review cycle, or more frequently as required)	Approval Required: Executive
Policy Number: 60	Implementation Date: 4 February 2025
Version: 2.0	Standard Owner: Director of Advancement

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).

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.

The School will:

- (a) Enact measures to ensure that images of all students which are collected, published or broadcast by the School are appropriate.
- (b) 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.
- (c) Maintain copyright of the images, which are wholly owned by the School.
- (d) Record the student image consent information within the School's student management system.
- (e) 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.
- (f) 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).

- (g) 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 disclose of a student’s image.

FACIAL RECOGNITION SOFTWARE

The School uses facial recognition software (Pixevity) to identify students, staff and alumni in photos and videos. This enables the School to ensure it has appropriate consent from all individuals before the photos or videos in question are shared or published. The biometric information used by the software is regarded as ‘Sensitive Information’ under the *Privacy Act 1988* (Cth). This data is securely stored in accordance with Mentone Grammar’s Privacy Policy and accessible only to authorised School personnel.

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 photography/videoing of certain activities or events will be limited, such as performances, group photos at camps, or classroom activities, given the potential use of images across the School’s print and/or digital channels. However, this will not restrict the student’s participation in the activity itself. 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 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 yearbook). This must be completed by **1 September** in any given year, otherwise removal of the student image from this publication cannot be guaranteed.

Parents/permanent 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).

ANNUAL CONSENT PROCESS

Image consent approval will be sent to parents/permanent carers just prior to the commencement of each academic year via Operoo (parents/permanent carers should already have set up an account for this). Consent must be accepted or declined by **28 January each year**. After this date the system will consider any previously registered response (as captured via the consent process, Parent Lounge or via written means) as valid. Students who join the School after the consent period has closed will still have an opportunity to accept/decline consent.