



School Photography Guidelines for Parents and Carers

Information for Schools

Parents and carers have long enjoyed photographing their children's progress at school. Today this often includes sharing the images on social media. When other students in the background are identifiable, there can be concerns if their parents/carers have not given permission and the images become public. Some parents and carers may have general privacy concerns about images of their children being posted without their consent, or in some cases, there can be real legal or safety concerns for the child or family concerned.

The attached model [School Photography Guidelines for Parents and Carers](#) are intended to set out best practice in this evolving policy area. They may be reviewed as the area develops.

School privacy obligations

Schools operating under the Privacy Act must obtain consent from parents/carers and students before photographing or recording images of students for online use. Schools with knowledge of personal information concerning students who cannot be identified publicly for legal or other reasons generally may not disclose such information.

General position regarding personal photography by parents/carers

The Privacy Act does not regulate personal photography or recordings by parents/carers. Schools are generally not in a position to control the personal photography activities of parents/carers or to proactively monitor what they post on social media. Generally, there is no right of schools to prevent photography in public outside the school grounds, unless a stalking, harassment or other legal issue arises.

What schools can do

Discussion of respectful and safe photography practices under these model Guidelines can be integrated as part of school community educational programs.

Additionally, where a school considers it appropriate, it may restrict photography on school premises or excursions by setting conditions of entry. Policies can also be added as conditions of the enrolment contract. Where such restrictions are used they should be clear, tailored, publicised and capable of enforcement.

For example, on the swimming carnival note a school may state that "no photography or recording is permitted at this excursion as required by pool rules and under our school policy". This would be an example of a policy which is likely to be supported by most parents/carers and capable of enforcement. A parent/carer who wilfully disregards this policy could be warned and if persisting, could be required to leave the venue.

If a school receives a complaint from a parent concerning the photography or social media activity of another parent/carer, the school should follow its complaints handling procedure. In more extreme cases the school may assist the complainant to refer the matter to relevant authorities such as the Office of the eSafety Commissioner, or may be required to refer the matter to law enforcement authorities. In the case of persistent behaviour the school may be able to take action under its enrolment conditions.

