

Images Policy

1. Purpose

The purpose of this policy is to explain what images can be captured on the Centre's premises and under what circumstances those images can be used.

2. Responsibilities

It is the responsibility of the Centre's Board to ensure that this policy is implemented.
It is the responsibility of the Centre's Community Development Officer (CDO) to ensure that the procedures are implemented.

3. Principles

The Centre aims to achieve a sensible balance between protecting children, vulnerable people and Centre users from exploitation for sexual, commercial or other purposes and avoiding undue restrictions on the taking of images by the Centre and other providers or programs and by parents, guardians, carers, family and friends.

4. Definitions

The Privacy Act protects personal information that is held, or collected for inclusion, in a 'record'. A 'record' is defined to include a photograph or other pictorial representation of a person.

5. Policy

An image is not covered by the Privacy Act if it was taken by an individual who is acting in their private capacity.

If an individual's identity is apparent, or can reasonably be ascertained, from a video or photograph or other image, then the use and disclosure of that image may be covered by the Privacy Act.

However, the Centre has a responsibility to safeguard the welfare of children and vulnerable people in relation to issues of child protection, parental consent and data protection.

The Centre also acknowledges that not all Centre users or volunteers are comfortable with having their photograph taken.

This policy applies to all forms of publications using photographs and moving pictures, including all forms of media, DVDs and websites.

All organisations or individuals providing services or activities at the Centre, are required to comply with this policy.

Employees, volunteers and all participants who enrol in programs at the Centre will be asked to sign a consent form which gives permission to publish photographs in public places (including websites).

Parents, guardians or carers of children or vulnerable people attending Centre programs or activities will be asked to sign a consent form which gives permission to publish photographs in public places (including websites). If parents/guardians/carers disagree over consent for their child or for a vulnerable person, it will be treated as if consent has not been given. Only images of children and vulnerable people suitably dressed will be allowed to reduce the risk of images being used inappropriately.

Parents and carers, program leaders, employees and volunteers who assist children to dress or change clothes will not be allowed to take photos or videos during this time.

Every effort will be made by the Centre to prevent capturing of the image of any child or adult who should not be identified.

Every effort will be made to ensure that images which may be perceived as offensive, demeaning or indecent are not captured.

Where images are likely to be used again they will be stored securely and only accessed by those people authorised to do so.

Mobile phones (MMS Multi-media messaging service, video phones etc) and other devices can take and transmit images and the same rules apply as for other forms of photography. Any images taken at the Centre other than professionals brought in for that purpose are for personal use only.

Parents, carers and others must follow guidance from program leaders as to when photography and videoing is permitted and where to position themselves in order to minimise disruption to the activity.

People with no obvious connection to the Centre will not be allowed to take photographs – employees or volunteers are expected to question anyone they do not recognise who is using a camera or other recording device at Centre events and programs.

The media operate under their own Code of Ethics. If media are invited into Centre for publicity purposes, adults who must not be identified or parents or carers of children who must not be identified must be informed beforehand.

The Centre will not use the personal details or full names (which means first name and family name) of any child or adult in a photograph on its website or in any of other printed publications without consent.

The Centre will only use images which are true and accurate. Any manipulation likely to mislead must be disclosed.

6. Procedures

The Centre will produce, provide, collect and securely store an Images Consent Form which will contain wording such as:

Occasionally, we may take photographs, or make video recordings of people at the Centre. We may use these images on displays around the Centre, in printed publications that we produce or on our website.

The Centre may also agree to the use of photographs to promote activities in publications and publicity material produced by the City of Onkaparinga or other funding bodies or partners.

Sometimes the media (print, radio, television or digital) may visit our Centre and interview staff, volunteers or Centre users and may take photographs, videos or sound recordings. These images may then be used in the local, state or national programs and publications.

Please answer the questions below, then sign and date the form where shown and return the completed form to Reception as soon as possible.

Please circle

- 1. Do you agree to your photograph being taken when you are taking part in Centre activities? Yes / No*
- 2. Do you agree to having your photograph published in the media? Yes / No*
- 3. Do you agree to having your photograph recorded on video? Yes / No*
- 4. Do you agree to having your photograph published in publications or publicity materials produced by the Centre, including on our website or our social media pages? Yes / No*
- 5. Do you agree to having your photograph published in publications or publicity materials produced by the City of Onkaparinga, including on its website or social media pages? Yes / No*

The centre has no time limit for the use of images

We will not include personal email or postal addresses, or telephone or fax numbers on video, on our website or in printed publications.

7. References

- Privacy Act 1988 (Commonwealth)

8. Forms or Attachments

- Images Consent Form

9. Approvals

	Policy	Procedure
Approving Authority	Board of Management	CDO
Approval Date		
Next Review Due		