

6.3 Images – Acquisition and use of - Policy

1. Purpose

The purpose of this policy is to explain what images can be captured 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 and/or commercial purposes and avoiding undue restrictions on the taking of images by the Centre and other providers or programs and by parents, 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

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

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

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.

Images may be used to harm children, for example as a preliminary to 'grooming' or by displaying or manipulating those images in unlawful ways.

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

All organisations or individual 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 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/ carers disagree over consent for their child or for a vulnerable person, it will be treated as if consent has not been given. Only where consent has been given, 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. Any volunteer or staff member who is assisting a child to change clothes must have a parent or another staff member or volunteer present

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

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. Parents and other Centre users must be asked not to take photographs of children other than their own when on Centre property

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.

Signs will be posted at the entry of the Centre and in reception which informs Centre users of the rules of the Centre in regard to taking of images in any form.

6. Approvals

	Policy	Procedure
Approving Authority	Board of Management	Board of Management
Approval Date	21 st September 2017	21 st September 2017
Next Review Due	September 2018	September 2018