

Privacy/Media Permission Policy

This statement outlines the Bayview policy on how the College uses and manages personal information provided to or collected by it. The College is bound by the National Privacy Principles contained in the Commonwealth Privacy Act. The College will, from time to time, review and update this Privacy Policy to take account of new laws and technology, changes to College operations and practices, and to make sure that it remains appropriate to the changing legal environment.

The type of information that the College collects and holds includes (but is not limited to) personal information, including sensitive information, about:

- students and parents and/or guardians ('parents') before, during and after a student's enrolment at Bayview;
- job applicants, staff members, volunteers and contractors; and
- other persons who come into contact with Bayview

Information provided to Bayview

The College generally collects personal information held about an individual by way of forms filled out by parents or students, face-to-face meetings and interviews, and telephone calls. On occasions persons other than parents and students provide personal information.

In some circumstances the College may be provided with personal information about an individual from a third party, for example a report provided by a medical professional or a reference from another school.

Use of Information Provided

The College uses personal information it collects for the primary purpose of providing an education and appropriate program of instruction according to its Vision and Mission.

The purposes for which the College uses personal information on students and parents include:

- to keep parents informed about matters related to their child's schooling, through correspondence, newsletters and magazines;
- day-to-day administration;
- looking after students' educational, social and medical wellbeing;
- seeking donations and marketing for the College;
- to satisfy legal obligations and allow the College to discharge its duty of care.

In some cases where the College requests personal information about a student or parent, if the information requested is not obtained, the College may not be able to enrol or continue the enrolment of the student.

Job applicants, staff members and contractors

In relation to personal information of job applicants, staff members and contractors, the College's primary purpose of collection is to assess and (if successful) to engage the applicant, staff member or contractor, as the case may be.

The purposes for which the College uses personal information of job applicants, staff members and contractors include:

- administering the individual's employment or contract, as the case may be;
- for insurance purposes;
- seeking funds and marketing for the College;
- to satisfy the College's legal obligations, for example, in relation to child protection legislation.

Volunteers

Bayview also obtains personal information about volunteers who assist in its functions to enable it and the volunteers to work together.

Marketing and fundraising

The College treats marketing and seeking donations for the future growth and development of Bayview as an important part of ensuring that it continues to be a quality learning environment in which both students and staff thrive.

Parents, staff, contractors and other members of the wider College community may from time to time receive fundraising information. School publications, newsletters and magazines which include personal information may be used for marketing purposes.

Disclosing Personal Information

The College may disclose personal information, including sensitive information, held about an individual to:

- another school
- government departments
- medical practitioners
- people providing services to the College including specialist visiting teachers and sports coaches
- parents of the individual
- anyone authorised by the individual to receive the information
- sensitive information relating to race, ethnic origin and religion and non-sensitive personal information may be disclosed to recipients of College publications, newsletters and magazines

Sending information overseas

Bayview will not send personal information about an individual outside Australia without:

- obtaining the consent of the individual (in some cases this consent will be implied)
- complying with the National Privacy Principles

Sensitive Information

In referring to 'sensitive information', the College means:

- information relating to a person's racial or ethnic origin,
- political opinions,
- religion,
- trade union or other professional or trade association membership,
- sexual preferences
- criminal record that is also personal information
- health information about an individual

Sensitive information will be used and disclosed only for the purpose for which it was provided or for a directly related secondary purpose unless agreed otherwise, or the use or disclosure of the sensitive information is allowed or required by law.

Management and security of personal information

Bayview staff members are required to respect the confidentiality of students' and parents' personal information and the privacy of individuals. This includes respect for a student's reputation. Discussion of behaviour and/or performance should be confidential apart from need to know within the staff. A student's behaviour and/or performance should not be discussed with another student, the parent of another student or one's family members unless the other student is implicated or involved in some manner. The same applies to discussion of a student's parent. Staff should be especially protective of the personal and professional reputation of colleagues. Breaches in these areas may contravene the Victorian Teachers Code of Conduct and be open to industrial or legal action.

The College has in place steps to protect the personal information it holds from misuse, loss, unauthorised access, modification or disclosure by use of various methods including locked storage of paper records and pass-worded access rights to computerised records.

Updating personal information

Bayview endeavours to ensure that the personal information it holds is accurate, complete and up-to-date. A person may seek to update personal information held by the College by contacting the Receptionist at any time during business hours.

No member of the public or any student or family will be given information or access to information about any other student, family, staff or individual associated with the College unless specific application is made to the Principal. The only exception to this will be if the College is required by law to provide this information to a legally sanctioned individual, organisation or institution. The National Privacy Principles require the College not to store personal information longer than necessary.

Access to Personal Information

Under the Commonwealth Privacy Act, an individual has the right to obtain access to any personal information which the College holds about him/her and to advise of any perceived inaccuracy. There are some exceptions to this right set out in the Act. Students will generally have access to their personal information through their parents, but older students may seek access themselves.

A request to access any information the College holds about parents or their child is made in writing to the Principal.

The College may require the person making the request to verify his/her identity and specify information required. The College may charge a fee to cover the cost of verifying an application and locating, retrieving, reviewing and copying any material requested. If the information sought is extensive, the College will advise the likely cost in advance.

Bayview respects every parent's right to make decisions concerning his/her child's education. However, there may be occasions when access is denied. Such occasions would include where release of the information would have an unreasonable impact on the privacy of others, or where the release may result in a breach of the College duty of care to the student.

Generally, the College will refer any requests in relation to the personal information of a student to the student's parents. The College will treat consent given by parents as consent given on behalf of the student, and notice to parents will act as notice given to the student.

Media Permission

The following paragraphs are used on Media Permission forms completed and signed by parents at the beginning of each school year, granting/refusing permission to use images of students in media. Attached is a copy of the permission form signed by parents which includes a media permission section.

According to the Privacy Compliance Manual for Non-Government Schools, under National Privacy Principles related to the publication of "non-sensitive" information (such as names, photographs of individuals and groups of students involved in school activities, examples of work in a variety of subjects, articles about student achievements, lists of teams, classes or groups), we are required to seek parental or guardian permission if we wish to publish this type of information in the College Magazine, College Newsletter or on the College's web site & College Facebook page.

From time to time we are asked by the local newspaper for student photos along with their names to be published for newspaper articles.

We request your permission to use images of your child in some or all of the ways listed below.

- Bayview College website & Facebook page / videos/ newsletter / Magazine. Other officially associated organisations, their sites / videos / newsletters / magazines or any medium used by them their association with Bayview school activities, and with Bayview College approval.

- Articles for the Portland Observer / Community Newspapers.

Permission Form for 2014

Having read and understood the information given on the reverse of this form, concerning general permission, aquatic and media permission:

My son/daughter _____ of Class _____

- has my permission to participate in Aquatic Activities during 2014
- has my permission to participate in Cycling Activities during 2014
- has my permission to participate in local, "non-adventure" school excursions during 2014
- In the event of accident or illness, I authorise the teacher-in-charge of the excursion/tour to consent, where it is impractical to communicate with me, to the above student receiving such medical or surgical treatment as may be deemed necessary. I also agree to meet the expense of such treatment and any associated expenses incurred (such as ambulance transportation).

Signed _____ Date _____
(Parent/Guardian)

Student Declaration

I, _____ **(student name)** agree to abide by the College rules for swimming activities and excursions and agree to abide by teachers' instruction for my own safety and the safety of others.

Signed _____
(Student Signature)

Media Permission

I give permission for Bayview College to use images of the student listed during 2014.

Or

I do not wish my child's image to be published in some or all of the ways listed overleaf during 2014. (Space for comment below)

Signed _____ Date _____
Parent signature