



KEY QUESTIONS PARENTS CAN ASK SCHOOLS

If, like many parents today, you are concerned about how your school uses you child(ren)s images, here's a quick list of questions you can ask your school about how they handle and protect images of students which, hopefully, when answered, will put your mind at ease.

- Q1. Does your school have an appointed Privacy Officer or someone responsible for handling privacy issues?** Child safe organisations should have a central point of contact for discussing any privacy matter, including photo issues. This person should be senior enough to be able to address any kind of privacy query.
- Q2. Does your school have a current Privacy Policy and Collection Notice which you can easily access and read?** Every school should be transparent about how it handles your personal information (including photos) and what third-party providers it uses so you know exactly how your child(ren)s photos are being stored and used, for what purpose, and where they are stored (i.e. local or overseas storage).
- Q3. How often does your school ask for your consent to use photos?** You never know when a family's situation may change so it is best practice for schools to collect photo consent from parents once a year so your consent remains valid. For consent to be valid it must be **voluntary, informed, specific and current**.
- Q4. Does your school bundle its photo consent with enrolment or other consent areas (i.e. health)?** Asking you to consent only once to a list of 10 separate items for the duration of school life is sloppy practice... even if it is administratively easier for the school. This is called a bundled consent. If photo use is "bundled" with other things, you are not really able to consent (or refuse to consent) without also consenting (or refusing) all the other items. If, by failing to consent, you are unable to enrol in the school or register your child for an activity, the school is not really asking your consent.
- Q5. How are school staff managing all the photos and videos taken at school everyday?** Our work with hundreds of schools tells us a typical school captures around 50,000 images per year. To manage such vast volumes, your school should invest in a privacy-by-design photo management solution that not only provides a single place to store, organise and protect these images, but allows parents to view images of their children and easily manage school photo consent online, anywhere, at anytime.

If you would like further information on how **pixevety** can help your school with photo management and privacy, feel free to email us at info@pixevety.com.