Guidelines for obtaining privacy consents in regards the Appleby School Website

Schools deal with this type of issue on a regular basis, and the Ministry suggests that, in relation to privacy consents, schools should adopt the same procedures that they use with respect to issues such as permissions for students to go on class trips. The Ministry recommends the following guidelines:

1. Information collected about a primary student is only published on the school's or another organisation's website with the authorisation of the student's custodial parent or guardian.
   It is not practical to obtain authorisation from a student's parents every time the school wishes to publish a photo featuring the student on its website. It is probably sufficient to have one authorisation for each student in the school that covers the entire period the student is enrolled at the school. This could be obtained either when a student first enrols at the school or when the issue arises for the first time with a particular student.
   The authorisation form should be accompanied by the school's policy on privacy and the publication of information on the Internet.

   The authorisation form should include the following information:
   * the way in which the school uses the internet, including a description of how it is used to educate students;
   * the purpose of publishing photographs of the students and their work on the Internet;
   * any additional websites that the school wishes to authorise to publish the material and why;
   * a brief statement about the nature of publication of this material on the internet, that is, the fact that there are no limits on who may view or copy the material;
   * the nature of the material that may be published on the internet, that is, images (including photographs) of the students at school as well as their drawings, paintings, or writing;
   * a brief outline of the school's obligations under the Privacy Act 1993;
   * the school's policy about the information disclosed about students, for example:
     - students will only be identified by first name and year;
     - the school will not disclose any student's surname, home address, or telephone number(s) over the internet;
   * the school's policy on seeking authorisations;
   * the fact that material will not be published without the necessary authorisation and that the student's legal custodial guardian may withdraw his or her authorisation at any time;
   * direction of any further questions about the policy to the school's privacy officer.

Purposes of online publishing

The school uses a range of learning technologies to enhance student learning. These include email and the Internet. From time to time, we publish on the school's Internet website www.appleby.school.nz material for educational purposes, to share the results of learning within the school community, and to promote the school within the wider community. This may include examples of students' schoolwork and images of students and groups of students in activities at the school. Images of students may include scanned, digital, or video images of them taking part in school or class activities.

There are three main reasons the school publishes student material online:
* to educate the student in accordance with the national curriculum, including on the role and use of technology in society
* to encourage the student to be part of and participate in the school community
* to foster links between home and school
* to promote the school in the wider community.

The school will publish the material only on its own website www.appleby.school.nz
and New Zealand based websites endorsed by the Ministry of Education, such as the Ministry of Education's website Te Kete Ipurangi - The Online Learning Centre (www.tki.org.nz). The school may also recommend that student work, or the whole school website, be available through Te Kete Ipurangi. A number of classrooms also promote non-searchable classroom blogs.

**Privacy and online publishing**

Parents and students should be aware that the school cannot control who has access to the information published on its Internet website or the other websites mentioned. In recognition of this, the school takes steps to safeguard the privacy of the students and to comply with the Privacy Act 1993.

The school acknowledges that it cannot control who accesses the websites on which students' images or material is published or the copying, by visitors to these websites, of images of the students and their work.

The school will identify students on the websites only by their first name and class at school. Students' surnames, home addresses, and telephone numbers will not be available on the websites.

**Copyright and online publishing**

The school also wants to publish original material that students create at school, including artwork, such as drawings and paintings, as well as stories, poems, and other literary work. Original material created by students attracts protection under the Copyright Act 1994. The students own the copyright in their own artistic and literary works. The school will not publish the works on the Internet without authorisation in the form of a copyright licence from the students.

The school has decided that it will not publish online any image of a student or work they have produced without the written permission of each student's legal guardians.

The school will immediately remove all material relating to a student from its website if requested by a legal guardian of the student and, in any event, once the student leaves the school permanently.

**School management of online publishing**

The school will set the educational purpose for publishing students' work online. A student's image and schoolwork may be chosen for online publication if it meets this purpose and if the school holds the consent of the parent to publish the student's material online. The material chosen must also meet the standards required for the website on which it is to be published.

The school will not publish material online that may defame anyone, be objectionable from a human rights point of view, be obscene, or infringe the copyright of third parties. All the student material published online will be subject to an editing process, which will include the correction of spelling and grammatical errors.

**Permission sought by the school**

The permission the school seeks is:

* authorisation to publish the student's personal image or work online as required by the Privacy Act, and a licence to publish any copyright work of the student online.

**Enquiries**

The school welcomes any enquiry from parents or students about the operation of this policy and has a designated privacy officer to discuss enquiries about students' privacy. The school's privacy officer is:

**Disputes**

The school has a procedure to resolve complaints or other disputes. This procedure is contained in the Complaints Policy.
Appleby School Internet Publication

I ...........................................................( your name) have read and understand Appleby's policy on the internet publication of student images and student work and the guidelines contained in the policy.

As the parent or legal guardian of ............................................. (your child/ren), I authorise Appleby School to publish images of my child on the internet, as well as any work that he or she may create at school, in strict compliance with the school's policy for the online publication of student images and student work and the associated guidelines. I confirm that I have the necessary authority to give this permission.

........................................................................................................

Signature of parent or legal guardian

Date: