



<b>POLICY:</b>	<b>KBAA</b>
<b>SUBJECT:</b>	<b>INFORMED CONSENT - DIVISION PUBLICATIONS, PUBLIC EVENTS, MEDIA</b>
<b>APPROVAL DATE:</b>	<b>April 8, 2002</b>
<b>REVISION DATE:</b>	<b>August 27, 2007, June 6, 2011, June 23, 2014</b>
<b>REVIEW DATE:</b>	<b>March 5, 2018</b>
<b>PAGE:</b>	<b>1 of 5</b>

---

## **1. GENERAL**

The Board of Trustees of The Winnipeg School Division recognizes the importance of providing parents/guardians, students, staff, members of the community and the general public with information about the activities of the Division through various publications and/or other media.

## **2. PURPOSE**

The purpose of this policy is to define the requirements of the Winnipeg School Division to allow:

- (a) photographs and other recordings of Winnipeg School Division students and student work as part of, or as a supplement to, the educational program, while ensuring that the personal information of students, teachers and other staff members, volunteers and community members is respected;
- (b) the display/publication of photographs and other audio/video recordings that identify students, staff, volunteers and community members in Division-wide publications and/or forums, including Winnipeg School Division websites with the appropriate informed consent;
- (c) journalists and other media representatives to interview, photograph and/or record (audio/video) students for mass media publications or broadcasts with the appropriate informed consent from the parent/guardian or adult/student;
- (d) staff members who are representing a school, department or the Division, to be interviewed, photographed and/or recorded (audio/video) by media with the verbal permission of the principal, or a senior administrator;
- (e) adult volunteers and adult community members present at school or Division events where media are interviewing, photographing and/or recording (audio/video) to make their own decisions as to whether they agree to be interviewed, photographed and/or recorded (audio/video);
- (f) the display and/or publication of staff names, staff photographs or other work related information about staff members in such documents as Division-wide publications, recordings or in school newsletters that are posted to Winnipeg School Division websites.
- (g) the publication of staff names, staff photographs or other school/work related information in documents that are part of the educational program, such as yearbooks or paper versions of school newsletters.
- (h) the electronic (emails) distribution of newsletters, school updates and announcements regarding division and school activities, including fundraising and promotions.

- 2.1** The release of photographs, audio/video recordings and interviewing of an individual at school must comply with the Freedom of Information and Protection of Privacy Act (FIPPA).

## **3. DEFINITIONS**

- 3.1** The Freedom of Information and Protection of Privacy Act (FIPPA) - Personal Information

“Personal Information” means recorded information about an identifiable individual as outlined in The Freedom of Information and Protection of Privacy Act (FIPPA).



**POLICY:**  
**SUBJECT:**

**KBAA**  
**INFORMED CONSENT -**  
**DIVISION PUBLICATIONS,**  
**PUBLIC EVENTS, MEDIA**

**APPROVAL DATE:**  
**REVISION DATE:**

**April 8, 2002**  
**August 27, 2007, June 6, 2011,**  
**June 23, 2014**

**REVIEW DATE:**  
**PAGE:**

**March 5, 2018**  
**2 of 5**

---

### 3.2 Division-wide Publications

Division-wide publications include all documents intended for dissemination to the broader community, including Winnipeg School Division websites/web pages, the Division newspaper, pamphlets, posters as well as school newsletters posted to Winnipeg School Division websites/web pages.

### 3.3 Public Event

Public event refers to a school or Division sponsored event or activity that is supervised, organized or advertised by the school/Division and intended to be open to, or accessible to the general public, regardless of whether it is held in a Winnipeg School Division school or other venue.

### 3.4 Recording

Recording means a visual, audio, pictorial or digital representation and includes a photograph, film, video, audio, digital image, sketch, or any other type of recording which identifies individuals.

### 3.5 Informed Consent Forms

In accordance with the Freedom of Information and Protection of Privacy Act, the Division has certain obligations and duties related to protecting personal information of students, staff, and volunteers. The Division is required to obtain consent directly from the individual the information is about or in the case of a child under the age of 18 years, the consent of the parent/guardian is required.

### 3.6 Commercial Electronic Messages

Electronic (emails) distribution of newsletters, school updates and announcements regarding division and school activities, including fundraising and promotions.

Examples of Commercial Electronic Messages would include promoting, advertising, and/or offering for sale of school pictures, field trips, yearbooks, team uniforms, fundraising events, etc.

### 3.7 Media

Media refers to newspapers, television, radio and websites as well as any other means of disseminating mass communications to the public.

## 4. **PARENTAL/ADULT-STUDENT CONSENT**

4.1 Annually, a parent/guardian of students under the age of 18 years and students aged 18 and over must complete and sign the "Informed Consent-Students" form prior to:

- (a) the school/Division showing or publishing the student's name, grade, school, and audio/video recordings in Division-wide publications and/or forums.
- (b) the posting of the school's newsletter to a Winnipeg School Division website, if it includes personal information as defined under FIPPA.
- (c) allowing the student to be photographed, interviewed or recorded (audio/video) by the media.



<b>POLICY:</b>	<b>KBAA</b>
<b>SUBJECT:</b>	<b>INFORMED CONSENT - DIVISION PUBLICATIONS, PUBLIC EVENTS, MEDIA</b>
<b>APPROVAL DATE:</b>	<b>April 8, 2002</b>
<b>REVISION DATE:</b>	<b>August 27, 2007, June 6, 2011, June 23, 2014</b>
<b>REVIEW DATE:</b>	<b>March 5, 2018</b>
<b>PAGE:</b>	<b>3 of 5</b>

---

(d) allowing the student's work to be published, reproduced, displayed or posted for school related non-profit educational purposes outside the Winnipeg School Division. This also includes posting of the student's work (such as art or poetry) and information on a Winnipeg School Division website.

(e) to receive the electronic distribution of newsletters, school updates and announcements regarding division and school activities, including fundraising and promotions.

4.2 Notwithstanding consent required as indicated in 3.1, when special events or projects involving students, staff, volunteers and community members occur, the principal or designate shall ensure that the written consent of the parent/guardian of a student under the age of 18, or an adult student, is obtained outlining the specific information such as photographs/and or audio/video recordings, the name, comments of your child, and how the information will be published and/or posted.

4.3 Except at public events, the principal or designate shall ensure that the written consent of the parent/guardian of a student under the age of 18, or an adult student is obtained using the "Informed Consent-Students" form (Exhibit 1) before a member of the media may interview, photograph or record (audio/video) a student at school (if the student is identifiable). This policy also applies to the student's work.

4.4 When an outside organization or business, other than mass media, has received permission from the Division to make recordings of students during the school day, the outside organization or business shall provide the parental permission/release forms, which will be sent home, along with a cover letter from the school principal outlining the proposed project. The school will allow only those students with the signed release forms to be recorded for the project.

## **5. RECORDINGS FOR EDUCATIONAL PURPOSES**

5.1 Students, teachers and other Winnipeg School Division staff shall be permitted to take recordings of students at school or at school-related activities or recordings of students' work for use within the school or the Winnipeg School Division with the permission of the principal, as long as they are part of a class/school Division project/event, or supplement, the educational program at the Winnipeg School Division.

5.2 General notice shall be provided annually to parents/guardians that students' names, work, photographs, and audio/video recordings may be collected and disclosed for the purpose of providing educational programs. Parental/guardian consent is not required for teachers and other Winnipeg School Division staff to take recordings of students at school or at school-related activities or recordings of students' work as this is part of the general notice to parents that personal information such as names, photographs, student work, audio/video recordings may be collected and disclosed for the purpose of providing educational programs.

## **6. PUBLIC EVENTS**

6.1 Persons attending a public event at a school shall be permitted to take recordings as long as they are for personal use and not posted on the internet and must comply with the direction of the school principal. It is the responsibility of the principal to notify students, staff and community members that photographs and audio/video recordings may be taken for personal use only and should not be posted on the internet.



**POLICY:**  
**SUBJECT:**

**KBAA**  
**INFORMED CONSENT -**  
**DIVISION PUBLICATIONS,**  
**PUBLIC EVENTS, MEDIA**

**APPROVAL DATE:**  
**REVISION DATE:**

**April 8, 2002**  
**August 27, 2007, June 6, 2011,**  
**June 23, 2014**

**REVIEW DATE:**  
**PAGE:**

**March 5, 2018**  
**4 of 5**

---

6.2 Daily school operations are not public events and the permission of the school principal and the parents/guardians of any students who may be involved is required before parents/guardians, or members of the public make recordings in the school including hallways, classrooms, gymnasiums and school grounds.

6.3 That, where possible, signage be posted to remind all students, staff and community members, stated that photographs and audio/video recordings may be taken for personal use only and should not be posted on the internet.

## **7. STUDENT PHOTOGRAPHS**

7.1 The principal or designate must inform parents/guardians about the intended use of the student photos, class photos and team photos, such as class projects, yearbooks, publications and student identification cards.

7.2 The principal or designate must ensure that contracts for student photographs protect the privacy and confidentiality of both the students and the Winnipeg School Division.

7.3 Student photographs and/or audio/video recordings posted to Winnipeg School Division websites may identify the name of the student by first name if consent to publish the audio/video recording is given by the parent/guardian for students under the age of 18 years or directly from the student if over the age of 18 years.

## **8. YEARBOOKS**

As the production of school yearbooks is part of the educational program, photographs and/or audio/video recordings and the name of students, staff members, volunteers and community members may be included in the yearbook without requiring consent. Yearbooks are seen as internal documents within the school community, which are subject to the following expectations:

(a) the student's education or career plans, should be collected directly from the individual that the information is about.

(b) photographs and/or audio/video recordings taken at school/Division sponsored public events, or in a classroom may be included in a yearbook without consent.

(c) consent must be obtained before personal photographs (such as family photos) taken outside the school program are included in a yearbook.

(d) yearbooks may not be posted on Winnipeg School Division websites.

(e) yearbooks must be available for purchase only within the school community.

## **9. SCHOOL NEWSLETTERS**

School newsletters are part of the educational program and are seen as internal documents. As such, photographs and/or audio/video recordings taken at school/Division sponsored public events of students, staff members, volunteers and community members may be included in the school newsletter without requiring consent, subject to the following conditions:



**POLICY:** KBAA  
**SUBJECT:** INFORMED CONSENT -  
DIVISION PUBLICATIONS,  
PUBLIC EVENTS, MEDIA  
**APPROVAL DATE:** April 8, 2002  
**REVISION DATE:** August 27, 2007, June 6, 2011,  
June 23, 2014  
**REVIEW DATE:** March 5, 2018  
**PAGE:** 5 of 5

---

- (a) school newsletters are not to be posted on Winnipeg School Division websites, unless written consent is received for each newsletter from all parents/guardians of students under the age of 18, students aged 18 and over, staff members, volunteers and community members whose names, or audio/video recordings will be disclosed.
- (b) newsletters may be amended prior to posting online to comply with policy by placing a statement where text or photos are omitted, such as “Information not available online to comply with policy” or “Photo not available online to comply with policy.”