

Media Authorisation Policy

The Privacy Amendment Act 2001 imposes obligations upon organisations collecting personal information to protect that information. More information with regards to how Gramac collects and protects your privacy is available in Gramac's Privacy Policy. Images of individuals in photographs or film are treated as personal information under the Privacy Act where the person's identity is clear or can reasonably be worked out from that image.

Photos, video footage and work samples of clients are used regularly by Gramac for a number of purposes and under current legislation this practice can continue.

These situations are generally for the purpose of acknowledging the efforts of the student or Gramac, or for promotion of Gramac brands.

Purpose

The purpose of this document is to highlight how Gramac may use images, recordings etc in its ongoing marketing and communication activities to maintain a positive profile. Examples include but not limited to:

- Print publications;
- Websites;
- Social media; and/ or
- Presentations sanctioned by Gramac

Consent

Written consent will be sought from a client to identify them (by image or name) for marketing and/or promotional purposes. This consent applies to any use, recording or disclosure of the individual's name, recording or image, individual work and personal information, including but not limited to:

- Any activities engaged in during the ordinary course of the provision of education and training including graduation ceremonies and workshops
- Assessment of students and other purposes associated with the provision of education;
- Public relations, promotion, advertising, media and commercial activities;
- Use by the media in relation to activities that show the Individual in a positive light, e.g., graduation
- Any other activities as sanctioned by Gramac

The client will be required to complete and sign the Gramac Media Release Form or acknowledge acceptance of the terms as outlined in this policy, by completing the Student and Policy Acceptance Declaration on their Enrolment Form.

This consent, once given, will be amended, or revoked only upon receipt of **written** notification from the client who gave it originally.

The Client should notify Gramac immediately if any circumstance arises that would prevent Gramac using a client photo, video images or work samples.

Remuneration

No remuneration is offered to clients for whom consent is given to take part in marketing or promotional activities.

Copyright

At all times ownership of any material obtained from the above activities will vest with Gramac.

Duration

Material may continue to be used for a number of years, even once the person's enrolment has ceased and that some of the products in which the material is used may have extended longevity.

Understandings

'Use' includes:

- To create, make copies of or reproduce or retain in any form, including by camera, video, webcam, closed circuit television, mobile phone or any other form of digital recorder or device, including still or motion; and
- To distribute, publish or communicate in any form, including in newsletters and other print media, television and the Internet, in whole or in part, and to permit other persons to do so.