



Woden Early Childhood Centre

"Creating the Future"

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PRIVACY ONLINE POLICY

QUALITY AREA 7: LEADERSHIP AND SERVICE MANAGEMENT

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- Links to Education and Care Services National Regulations 2011: 177-184
- Links to National Quality Standards / Elements: 2.3, 4.2, 6.1, 7.3.1, 7.3.5

Introduction

Websites and social media sites can provide information to potential clients on what an organisation offers. The website maintained by Woden Early Childhood Centre (WECC) can support families to make informed decisions about education and care and find out whether WECC may suit their requirements. Families are also able to gain contact information or request further information through emails. Social media may be utilised to support enrolled families to communicate and share information.

Goals – What are we going to do?

WECC's website is maintained to inform families about the activities and the services provided by the organisation. WECC respects the privacy of educators, children and families. WECC seeks to keep all records private and confidential and maintains records according to the *National Privacy Principles* and the *Education and Care Services National Regulations 2011*. WECC develops guidelines with educators in regard to social media participation connected with their work as early childhood educators.

Strategies – How will this be done?

The Nominated Supervisor, Director and/or Educational Leader will:

- ensure that no confidential information can be gained from WECC's website. Individuals and services are not obliged to give personal information through the website. However, if an individual chooses to provide information to service via email, that information will remain confidential
- ensure that information gained via email can only be used by the Nominated Supervisor, Director and/or Education Leader to contact a person, offer or send information about WECC and to request feedback on the website or WECC
- ensure that information gained about users from the website will only be used for statistical research for WECC to ascertain future development of the website. The following information will not be made available to any other organisations:
 - IP address, the date and time of the visit
 - pages accessed and documents downloaded on this site
 - search terms used
 - previous site visited
 - network provider's name
 - any cookies that the browser has presented to the server
 - the browser, operating system and various plugins that were used in visiting the site
- encourage families and educators to give feedback on the website and how it can be improved to meet the needs of the community
- not disclose or publish any information related to educators, children or families without written consent from that individual or their family
- develop guidelines for educators regarding their participation with families currently connected with WECC on social media sites such as Facebook and Twitter.

Educators will:

- follow guidelines for educators regarding their participation with families currently connected with WECC on social media sites such as Facebook and Twitter.

Evaluation

WECC's website is an information resource available to prospective families as well as current families and educators and abides by current legislation. The privacy and protection of children, families and educators is not compromised by participation on social media sites.

Related policies / documents

- *Child protection*
- *Confidentiality*
- *Enrolment and orientation*

- *Privacy and confidentiality statement*
- *Social media*
- *Staff code of conduct*

Statutory legislation and considerations

- Privacy Act 1988 - www.privacy.gov.au/law/act
- Privacy Amendment Private Sector Act 2000
- National Privacy Principles - www.privacy.gov.au/materials/types/infosheets/view/6583
- Privacy and Personal Information Protection Act 1998
- ECA - Code of Ethics
- Children (Education and Care Services National Law Application) Act 2010
- Education and Care Services National Regulations 2011
- Guide to the National Quality Standard (3) ACECQA (2011)
- Children and Young Persons (Care and Protection) Act 1998

Sources and references

- Office of the Australian Information Commissioner – www.privacy.gov.au
- Australian Legal Information Institute - www.austlii.edu.au
- Early Childhood Australia - www.earlychildhoodaustralia.org.au
- Guide to developing a Social Media Policy - www.inc.com/guides/2010/05/writing-a-social-media-policy.html

Authorisation

Jessica York
President
2014-15 WECC Management Committee