

# Policy for the discreet Use of Photographs and Videos

**2025-2026**



المدرسة الهندية العالمية الخاصة  
INTERNATIONAL INDIAN SCHOOL

Creation date: **September 2021**

Last amendment date: **April 2025**

Next review date: **September 2026**

Prepared by School Council Members

## Members of the committee

- Mr. Wasim Yousuf Bhat (Dean)
- Mr. Qurat al Ain (Principal)
- Mr. Fayid Muhammed (Administrative Officer)
- Social Worker
- Media Head- Corporate
- Section Heads

## **Policy for the discreet Use of Photographs and Videos**

This policy covers the safe use of photography and video of students, teachers and other staff for the school's internal use and on publicity materials, like school websites, social media pages and other printed materials.

### **Aim of the policy**

- To enhance the school activities by adding rays of colour through articles, videos and photos.
- To help parents and the local community to identify and celebrate the schools' events and achievements.
- To enhance/jack up pupil motivation and staff morale
- To promote community spirit within the varsity
- To ensure the privacy and security of students, teachers and staff
- To ensure that all photographs published in line with the school's Child Protection Policy

### **Guidelines for school staff to take photos/videos**

Digital images/videos play an important part in learning activities nowadays. Moreover, these contribute to the historic timeline of the school. Teachers, students, or school staff members may use digital cameras to record the activities conducted inside or outside the classroom as evidence/report for documentation or presentations.

Images/videos may also be used to congratulate and/or celebrate the success or achievement of any student, through publishing in the school newsletter, social media pages or websites, and in public media to the credit of the school. In the case of sharing in public media, only the relevant information of the student, (First name/initial) will be published.

The school will comply with the data protection act and request the permission of parents/carers before taking and using the photography of students and staff. It shall be ensured that no personal details of students are shared when an image or video is published.

### **Guidelines for parents to take photos/videos at school events**

Parents/carers are welcome to take video and digital images of their children on the school premises, during school events only for their personal use. To respect everyone's privacy, they are requested not to publish on social media platforms, if it covers any other students or staff.

## **Parent Consent forms**

Parents/carers are requested to sign the permission form (Parent consent form) to allow the schools to take and use images of their children for promotion or marketing of the school, of course keeping the privacy policy.

### **1. The Form**

- The form can be electronic or printed.
- Only the school principal, Academic secretary and school media department will have access to the forms
- The forms will be stored in the principal's office
- The forms will be stored for 1 academic year and will be shredded after the time period

### **2. The Image/video**

- The images/video will be digitally published on the school website, social media pages, official blogs and other online platforms like public media pages (for promotional purposes) and LED screens.
- The images will be printed for school notice boards, school promotional boards like flex, banners, stickers, newspaper ads, magazine ads, and megacomms.
- The school principal, Academic secretary and school media department will have access to the images/videos
- Images/videos will be stored/archived in the secured drives of the School media department. Images will be stored securely for 1 academic year and will be deleted permanently. In case required for another academic year, an additional consent form will be shared with the parent for extending it.
- If a parent/carer wants to remove/delete a photo/video which is published on any social or school digital media they can forward a request to the school via their class teacher via mail. Immediate action will be taken to remove the media once a request is received.

## **Review of the policy**

This policy will be reviewed and amended if deemed appropriate, but no less frequently than once in a year. The policy review will be undertaken by the Principal or his nominated representative.

**This policy is linked with all the other policies of the school**