

SCHOOL PHOTOGRAPHY AND VIDEOGRAPHY POLICY

Written by:	Admin	Reviewed:	May, 2021
Approved by:	Principal, EAS	Next Review:	May, 2022

Scope of Policy

This policy applies to the use of photographs in school publicity printed materials including yearbook, newsletters and flyers, on digital media including school website, school social media feeds and school YouTube channel, and in the press if and when required. For the purposes of this Policy, the word “photograph” includes any kind of still or moving image with or without sound and whether stored/transmitted electronically or as hard copy.

Photography/Video Protocols

Compliance:

1. Protocols mentioned in this policy must be adhered to while taking photograph/video of any individual in the school premises, including use of photos/videos/names on MS Teams, ClassDojo, school website, newsletters, social media. Non compliance to this policy will lead to strict disciplinary action taken by the school administration.
2. Photos/Videos of the school and it's stakeholders must be used solely for school purpose and not for any personal benefits.
3. Parent consent form for student photos/videos must be retained systematically in the school registration department and with the section Supervisors.
4. In case of any change in parent decision related to consent form for any student, registration department must inform the section supervisor through an email and Supervisor must immediately make a note of the same.

Guidelines for photography/videography:

1. Section Supervisors must authorize specific staff members of their section to take photos/videos during all school activity/event in the section. Acknowledgement of this policy must be taken from these members. List of these staff members should be sent to Principal, SLT and Principal's secretary. This list will be retained for reference.
2. Only authorized staff members are permitted to take photographs/videos solely for school and educational purpose.
3. Parent consent form must be checked to ensure that the respective parent has permitted the school to take photos/videos of the student. Without consent, no photos/videos should be taken.

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Our Vision: To inculcate and develop 21st century skills in students and enable them to become productive and responsible citizens.

4. Authorized staff should ensure that the students/staff are appropriately dressed in school uniform for students and/or professional attire as per the school dress code for staff.
5. Islamic and UAE culture values should be maintained while photographing/videotaping any school activity.
6. Digital images/ video should not be manipulated or amended, for example, using a “cut & paste” facility. However, it is acceptable to crop an image.
7. Student/unauthorized staff should not be permitted to take any photos/videos.
8. Ensure that the background and surrounding area is neat and systematic before taking any photo/video.
9. Health & Safety protocols should be maintained always among students and staff members.
10. Staff should ensure that image files are appropriately named and student/staff names should not be used as file names.
11. Photographs should be stored securely and used only by those authorized to do so. The school authorized administration should be able to access the photos/videos at any time. Supervisors should consult the school ICT department and make arrangement to store the files on school sharing network.
12. Subject activity images should be sent to the respective subject HOD. Activity and event images should be sent to the respective section Supervisor.
13. Staff should not circulate photos/videos randomly on school WhatsApp groups. Only the HOD/Supervisor may send maximum of 2 to 3 images for other staff members to know about the activity/event (after granting all required approvals). Photos/videos should not be shared on WhatsApp groups at odd hours of the day.

Guidelines for publishing photos/videos:

1. Copy of Parent consent forms for students should be checked before publishing any photos/videos.
2. In case of kindergarten, photos/videos can be posted on every Monday and Thursday on ClassDojo by the Assistant Teacher after seeking approval from the section Supervisor. Weekly records of the posts and approvals must be maintained by the section Supervisor.
3. When publishing photos/videos, on any school platform, the authorized staff should be mindful of how students and staff may appear.
4. Photos/videos on school social media platforms will be posted only through the school ICT department after verifying the quality, standard, compliance and approval from the Principal. HOD/Supervisor may send their selected photos/videos to the ICT department.
5. Personal details (including full name) of any student/staff in a photograph will not be used in association with the photograph (including the accompanying text or the photograph caption) unless approved by the Principal.

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