

DUBAI COLLEGE

A tradition of quality in education



Taking, Storing & Using Images of Children Policy

This policy is intended to provide information to students and parents, carers or guardians, about how images of students are normally used by Dubai College. It also covers the school's approach to the use of cameras and filming equipment at Dubai College events and on school premises by parents, students and the media.

The policy takes into considerations the core principles:

- Law in the United Arab Emirates which states that it is illegal to take a photograph of any person without their express permission.
- Safeguarding and Child Protection standards based on the British Education system.
- Data Protection and GDPR standards based on the British Education system. Parents should be aware that, from the age of 13 and upwards, the law recognises students' own rights to have a say in how their personal information is used, including images.
- The celebration and sharing of student experiences and successes, academic, creative, sporting and philanthropic, to promote the work of the school, through school newsletters, social media channels and the media.

Use of student images in school publications

The school relies on 'legitimate interest' for necessary use of images for the day to day running of the school including identifying students, management information systems, safety, recording team activities and other purposes including:

- on internal displays and on digital and conventional notices boards within the school premises.
- in communications with the school community (parents, students, staff, governors and alumni) including email and the school portal.
- on the school's website and, where appropriate, through the school's social media channels eg. Twitter, Facebook, Instagram, Flickr, You Tube. Students will be identified by their first name unless permission is sought to include their full name.

The school relies on 'consent' when publishing images of students' full names in external media, requesting consent from parents where appropriate. The school will also seek the verbal or written consent of a particular student before publishing any image where that student is a particular focus or identified by name, but not usually when the student is included as part of a larger group or team shot.

Use of student images for identification and security

All students are photographed when joining the school and, thereafter, at regular intervals for the purpose of internal identification. The photographs will identify the student by name, year group, house and form group.

Use of student images in the media

Where practically possible, the school will always notify parents in advance when the media is expected to attend an event or school activity in which students are participating. We will make every reasonable effort to ensure that any student, without permission for images, is not filmed or photographed.

The media often asks for the names of relevant students to go alongside the images, and these will be provided only if the parent of the student has consented.

Security of student images

Photographs of students are normally taken by school staff, however, on occasions we may invite a professional photographer or media in to the school and on these occasions they will always be accompanied by a member of staff. The school uses only reputable professional photographers and makes every effort to ensure that any images of students are held by them securely, responsibly and in accordance with school's instructions.

All staff are given guidance on the school's policy on taking, storing and using images of children and of the importance of ensuring that images of students are made and used responsibly, only for school purposes and in accordance with school policies and the law.

When taking photographs in school staff must:

- be clear about the purpose of the activity and what will happen to the photographs when the lesson/activity is concluded
- be able to justify images of students in their possession
- not have images of students saved on personal cameras, devices or home computers

Use of cameras and filming equipment by parents (including mobile phones)

Parents are welcome to take photographs (and where appropriate, film) their own children taking part in school events, subject to the following guidelines which the school expects all parents to follow:

- When an event is held indoors, such as a play or a concert, parents should be mindful of the need to use their camera or devices with consideration and courtesy for cast members or performers on stage and the comfort of others.
- Flash photography can disturb others in the audience, the school therefore asks that it is not used by parents.
- Parents are asked not to take photographs of other students, except incidentally as part of a group shot without prior permission of that student's parents.
- Parents are reminded that such images are for personal use only. Images which may identify other students, should not be made accessible to others via the internet including social media platforms such as Facebook and Instagram, or published in any other way.
- Parents are reminded that copyright issues may prevent the school from permitting the filming or recording of some plays and concerts. The school will print a reminder in the programme of events where issues of copyright apply.
- Parents may not film or photograph in changing rooms or backstage during school productions, nor in any circumstances in which photography, or filming, may embarrass or upset students.

Use of cameras and filming equipment by students (including mobile phones)

All students are encouraged to look after each other and to report any concerns about the misuse of technology, or any worrying issues to a member of the pastoral staff.

The use of camera and filming equipment (including mobile phones) is not allowed in toilets, washing or changing areas, nor should photography or filming equipment be used by students in a manner that may offend or cause upset.

The misuse of images, cameras and filming equipment in a way that breaches this policy or any other related policy will be taken seriously and may be the subject of disciplinary procedures or dealt with under the relevant safeguarding policy if appropriate.

Policy details	
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