

Use of Photographic and Video Images Policy

Rationale

The primary objective of this policy is to fortify and harmonise the safety and confidentiality of all data retained within ProEd Global School. It emphasises the importance of seeking voluntary consent from parents/guardians for the utilisation of school-related photographs of students and activities for promotional purposes. This policy aims to maintain a respectful and considerate approach by obtaining explicit permission from parents before any official school publications. It also ensures transparency by informing parents when the school permits an official press photographer to capture images during school events for potential publication in the local press or other mediums.

Purpose

1. To establish clear guidelines for the respectful and appropriate use of images of students and school-related activities across various mediums.
2. To collaborate with other educational institutions, local authorities, and the community to exchange best practices and enhance the implementation of this policy.

Guidelines

Consent and Usage of Images

1. Seek written permission from parents/guardians during enrollment on photo release forms for the use of school-related photographs for marketing purposes.
2. Obtain explicit permission from parents/guardians before any official school publications.
3. Notify parents when an official press photographer is authorised to take photographs during a school event for potential publication

4. Request permission from parents/guardians to use images of their children in the school prospectus, website, webcam for internal use, printed educational publications, or professional videos intended for marketing purposes.

Photography Procedures

1. Ensure that photographs taken of students during school events are captured using a school camera by school personnel.
2. Prohibit school personnel from using personal mobile phones to photograph students or distribute images to parents/guardians.
3. Safeguard against unauthorised taking and publishing of images of school personnel.