

1. Purpose

This policy ensures that all photography, video recording, and social media use within the school complies with:

- UAE privacy and cybercrime laws
- Child protection policies in educational institutions
- SPEA digital media and safeguarding expectations

It aims to protect student dignity, privacy, and safety while allowing responsible sharing of school activities.

2. Legal and Regulatory Framework

This policy is guided by:

- UAE Federal Decree-Law No. 45 of 2021 (Data Protection Law)
- UAE Cybercrime Law (Federal Decree-Law No. 34 of 2021)
- SPEA -aligned **Digital Media and Child Protection Policies**
- UAE National Policy for Child Protection in Educational Institutions

Key principle:

No image or video of a student may be taken, stored, or shared without **explicit prior consent**.

3. Consent Requirements

- Written parental/guardian consent **must be obtained before:**
 - Taking photographs/videos
 - Publishing on any platform
- Consent forms must clearly state:
 - Purpose of use
 - Platforms (website, social media, publications)
 - Whether the student's name will be included

- Schools must:
 - Maintain secure consent records
 - Provide a **clear withdrawal process**
 - Respect consent immediately upon withdrawal

SPEA expectations require consent **both for capturing and publishing** media.

4. Acceptable Use of Images

Images/videos may only be used for:

- Educational documentation
- School website and official social media
- Newsletters, yearbooks, and reports
- Approved promotional materials

All usage must:

- Reflect **positive, respectful representation**
- Align with UAE cultural values
- Avoid embarrassment, misrepresentation, or harm

5. Strict Prohibitions

The following are **strictly prohibited**:

- Sharing student images without consent
- Using personal staff/student devices for photography (unless authorised)
- Posting school-related images on personal social media
- Identifying students with full personal details without explicit consent
- Photography in private/sensitive areas

UAE law treats unauthorized sharing of images as a **serious legal offence**.

6. Student and Parent Responsibilities

Students must:

- Not take or share photos/videos of others without permission
- Follow school digital and acceptable use policies

Parents must:

- Respect privacy when attending school events
- Avoid sharing images of other children online

Schools in the UAE explicitly prohibit sharing personal images without permission to protect privacy.

7. Staff Responsibilities

Staff must:

- Use only **school-approved devices**
- Upload images to secure school systems
- Not store images longer than necessary
- Ensure devices are password-protected
- Staff must **never**:
 - Share images via personal messaging apps or accounts

8. Data Protection & Storage

- All media must be:
 - Stored securely on school systems
 - Accessed only by authorised personnel
- Schools must ensure:
 - Protection against unauthorised access
 - Timely deletion when no longer required

UAE law requires clear data protection and storage safeguards.

9. Social Media Governance

- Only **official school accounts** may publish student images
- Content must be:
 - Approved by school leadership
 - Aligned with school values and UAE regulations
- Comments and interactions must be monitored to:

- Prevent misuse
- Protect student identity

10. Safeguarding & Cultural Sensitivity

- Images must respect:
 - UAE cultural norms
 - Modesty and dignity of students
- Special care must be taken with:
 - Younger students
 - Students of determination
 - Gender-sensitive contexts

11. Breach and Consequences

Violations may result in:

- Content removal
- Disciplinary action (staff/students)
- Reporting to authorities if required

Legal consequences may extend to **students, parents, and schools** in case of violations.

12. Monitoring and Review

- Policy implementation will be monitored by school leadership
- Reviewed annually or in line with:
 - SPEA updates
 - UAE legal changes