



# Photography and Videography Consent Policy

January 2024

## 1. Introduction

From time to time, we may take photographs and/or video footage of the children at RGSGD to share the highlights of school life. These images may be used as part of our school displays or in other internally shared digital and printed publications like the ECA brochure. On occasion, we also wish to use these images and video footage for marketing and promotional purposes such as on our school website, social media pages, landing pages, and other digital platforms or advertisements.

As part of our commitment to safeguarding and in compliance with new UAE Data Protection Laws, we are updating our consent process for use of photographs and videos of our pupils for marketing purposes.

These changes ensure that we have parents' explicit permission to use images of their children in school materials, celebrating their achievements and supporting our school community. We value every child's privacy and handle all images with the utmost care and respect.

## 2. Types of consents

- There are now three types of marketing consent, each of which must be granted separately:

### **Consent 1: Digital and Printed Publications**

Your child's image and name may be used in printed publications such as brochures, banners, flyers, posters, yearbooks, and displays that the school produces for promotional purposes.

### **Consent 2: Online and Social Media**

Your child's image may be used on the school website, partner websites, Facebook, Twitter, YouTube, Instagram, LinkedIn, Google My Business, and Google Display Network, and to be named where necessary in accordance with the Conditions of Use, for promotional purposes.

### **Consent 3: Media**

Your child's image and name may appear in the media e.g. if a newspaper photographer or TV crew attended an event organised by school.

## 3. Use of Photography and Videography in Internal Systems

- Consents are NOT collected for the use of photographs and videos of children within closed, non-public systems used for the essential functions of teaching and learning, as well as the general administration of the school.
- These internal systems may include wall displays, educational platforms, intranet, Management Information System (MIS) and similar tools where the use of photography and videography is intrinsic to the regular operation of the school and its educational mission.
- These systems are accessible only by staff, parents and nominated stakeholders and their use is governed by the school contracts and policies.
- The school expects that users of these systems do not copy and share photographs stored and published in these systems.

#### **4. Providing parental consent**

- Parents are requested to give consent, or not, via the web-based version of the iSAMS Parent Portal accessed at <https://rgsgd.parents.isams.cloud>. Unfortunately, it is not yet possible to use the app for these consents.
- This consent form is valid from the date that of submission until the parent notifies the school otherwise.
- Where parents are unable to use the iSAMS Parent Portal to provide consents, a printable form is available which can be completed and submitted to [reception@rgsgd.com](mailto:reception@rgsgd.com)

#### **5. Consent validity and amending consent preferences**

- This consent form is valid from the date of submission for the remainder of that academic year, or until the parent notifies the school otherwise within the academic year.
- Parents can amend consent preferences at any time by notifying their Class Teacher or Form Tutor in writing.
- The Marketing Team will amend preferences on the system and the updated preferences will apply to any future use of the child's image and/or data for the remainder of the academic year.
- The iSAMS parent portal consents will be reopened at the start of each academic year for parents to express their preferences for the year ahead.

#### **6. RGSGD publication standards**

- We will not use or allow any third party to publish the personal details or full names (which means first name and surname) of any pupil or adult in a photographic image or video, on our website on our social media platforms, in our school prospectus, or in any other of our printed or digital publications, without seeking your further specific, written consent.
- We may use group or class photographs or footage with very general labels, such as 'a science lesson', or 'making International Day Decorations'.
- We will only use images of pupils who are dressed in full school uniform or who are otherwise suitably dressed.
- All images will be culturally sensitive.
- Websites and social media platforms can be viewed throughout the world and not just in the UAE.

#### **7. Visitors taking photographs or videos in school**

- Please note that parents/guardians, where photography is permitted in school, may photograph their own children and use these pictures as they choose. However, parents/guardians must ensure that no other children are recognisable in such photographs, should that picture be published on social media or elsewhere.
- External visitors, such as prospective parents on school tours are not permitted to take photographs where children are present.

#### **8. Further information**

- For any clarification, please contact Nathan Edwards, Marketing Manager via [nathan.edwards@cognita.com](mailto:nathan.edwards@cognita.com)

Policy review date: August 2026