



Image Consent Policy

Middle East Regional Policy

Kuwait

Oman

Qatar

Kingdom of Saudi Arabia

United Arab Emirates

August 2025

1. INTRODUCTION

- 1.1. We may from time to time take photographs and/or video footage (including voice recordings) of our pupils (“images”) for the purposes of promoting our school and require your consent for this.
- 1.2. This Policy explains the implications of providing such consent, including how to change your consent preferences.

2. CONSENT

- 2.1. By consenting, you consent to us using your child’s image in accordance with this Policy and our **Pupil and Parent Privacy Notice**:
 - i. internally including, without limitation, in brochures, banners, yearbooks, displays and in other printed or digital publications for displays;
 - ii. externally including, without limitation, our website, mobile app, social media accounts and other approved publications.
- 2.2. By providing consent for your child’s image to be used, you acknowledge and accept that these images may be used not only by the school itself, but also by other entities within the Cognita family, which may include organizations based outside your home country. This means your consent extends to the use of your child’s image by Cognita-affiliated entities internationally, in accordance with this Policy and our Pupil and Parent Privacy Notice.
- 2.3. From time to time, the school may also be visited by the media to cover high-profile or public interest events. Pupils may appear in photographs or video footage, which may be published in local or national newspapers, on approved websites, or through other media channels.
- 2.4. You may amend your consent preferences, including withdrawing consent, at any time via the ISAMS parent portal. Please note withdrawal of consent will not apply to images already published before the withdrawal request.
- 2.5. Where consent is not given, or is withdrawn, your child will not feature in photographs or video footage taken by the school for marketing purposes. For the avoidance of doubt, please note that your consent preferences will only apply to images being used for internal and external marketing purposes. Your child’s image may still need to be used for the day-to-day operation of the school including for identification purposes, on digital learning platforms and within internal communications. We wish to be transparent that, where we do not have image consent, your child may miss out on participating in team photos, class or school event photographs, or other opportunities where images from those occasions are intended for use.

3. HOW THE SCHOOL USES SOCIAL MEDIA

- 3.1. The school uses social media to provide an overview of school life. It is not a parent communication tool. Our goals are to:
 - i. Showcase school news, events, and achievements.
 - ii. Celebrate pupil successes and highlight the vibrancy of our community.
 - iii. Share a positive window into life at the school.

- 3.2. If you would like an image removed from the school's social media channels, please contact the school's Principal PA or send a direct message on the relevant social media platform.
- 3.3. The school currently uses the following official social media accounts:
- i. Facebook
 - ii. Instagram
 - iii. LinkedIn
 - iv. YouTube
- 3.4. The above list are the only accounts recognised as official school channels.
- 3.5. We will:
- i. Post accurate, respectful, and inclusive content.
 - ii. Use clear and professional language.
 - iii. Celebrate school life and promote student learning.
 - iv. Avoid sharing sensitive or personal information.
- 3.6. To safeguard our students:
- i. We only post student images where we have parental consent.
 - ii. Students will not be identified by full name alongside images.
 - iii. Students will not be tagged or identified in posts.
 - iv. We will not publish content that identifies a student's real-time location.
- 3.7. Only authorised staff may post or approve content on the school's official social media accounts.

4. CHANGES TO THIS POLICY

- 4.1. We reserve the right to change this policy at any time. Where appropriate, we will notify you about those changes.