



أكاديمية جيمس ويلينغتون واحة السيليكون
GEMS Wellington Academy
SILICON OASIS

PL209 - Photography and Video Image Policy

First Implementation date | September 2015

Date last reviewed | June 2024

Reviewed by | Claire Smith and Alison Baldwin

WSO Statement

In accordance with our Child Protection and Safeguarding Policies, we do not permit WSO staff, or parents acting on our behalf, to take photographs, videos or other images of students without the prior consent of the child or parent, unless otherwise stated in the Parent Contract. How approved images are then utilised, must *also* be as per parent consent.

All images for Marketing and Social Media **must** be screened by either the CEO, MSO, PRE or Media and Communications Team before being used.

UAE Law

As per the UAE Federal law No. 5 of 2012 (Cyber Crimes Law), care must be taken when posting pictures of other people online via social media as this could be seen as a breach of their privacy. **When taking a photograph or a video ensure the consent of the party has been given.**

This is not just to protect the student, but to protect the adult who took the photograph as the UAE Law states that possessing images that invade someone else's privacy can entail fines between Dh150,000 and Dh300,000 and prison sentences up to six months followed by deportation.

Parent Permissions

Parents can approve/decline permission for their child's photo to be used at the point of enrolment, or via their parent portal any time after this. The Parent Relations Executive (pre_wso@gemsedu.com) can also help to change your permission status if you require support.

This is the status we check for the use of student photographs in any kind of publications, e.g. WSOs official social media, marketing material etc.

Event Photography

We ask our community to adhere to the above guidelines and regulations when taking photographs or videos at WSO events. The aforementioned WSO staff will gladly receive photographs and videos following events and they will filter these as per WSOs policy before onward use.

Summary

No one in the WSO community has the Academy's permission to share or hold student images on their own personal devices or to publish to their personal media channels.