Digital Media Policy

Approved by: Governing Board	Date: August 2025

Last reviewed on:	Date: August 2026

Next review due by:	Date: August 2027

Aims

The purpose of this policy is to ensure that the creation, use, and publication of digital media within the school are conducted responsibly, ethically, and in full compliance with the educational authority's requirements, UAE data protection laws, and the General Data Privacy Notice. The policy aims to protect the privacy and dignity of students, staff, and community members while enabling the positive and lawful promotion of the school and the SABIS® Network.

Digital Media Policy

1. Scope

This policy applies to:

- All students, parents/guardians, staff members, and third-party contractors involved in producing, handling, or sharing digital media related to the school.
- All forms of digital media, including photographs, video and audio recordings, digital artwork, and online publications.
- All publication platforms, including internal displays, newsletters, the SABIS® Digital Platform, School websites, and official social media channels.

2. Policy Statements

2.1 Consent for Recording and Publication

- Written consent is obtained before recording or publishing any identifiable images, videos, or voice recordings of students, and it includes the purpose of the media (e.g., internal educational use, marketing, promotional projects) and whether the student will be identified by name or other personal details.
- For staff members, consent shall be obtained through the Consent Form for Participation in Promotional Projects.
- No recording or publication involving students, staff, or visitors shall occur without valid, prior consent.

2.2 Provision and Withdrawal of Consent

- Consent must be obtained through official School forms.
- Parents, guardians, or staff may withdraw consent at any time by submitting a written request to the school.
- Once consent is withdrawn, the school will immediately cease using the relevant digital media in future materials.
- Existing materials already published or distributed may remain accessible if withdrawal is impractical or conflicts with legal obligations, consistent with the school's General Data Privacy Notice.

2.3 Storage and Security of Digital Media

- All digital media containing personal data shall be stored securely and handled in line with the school's Data Protection Policy.
- The school will use encrypted, access-controlled storage systems and restrict access to authorized personnel only.
- Digital media will be retained in accordance with the consent form (retention period)
- Any transfer of data outside the UAE will comply with Federal Decree Law No. (45) of 2021 and approved data transfer mechanisms.

2.4 Use of Personal Devices and Accounts

- The use of personal devices or accounts to capture, store, or publish school-related content is strictly prohibited unless explicitly authorized in writing by the school Director.
- Where authorization is granted, personal devices must adhere to School data protection and safeguarding standards, and content must be promptly transferred to official School storage and deleted from personal devices.
- Staff must use School-issued or approved devices for all official digital media activities.
- Unauthorized creation or sharing of media constitutes a breach of this policy and may result in disciplinary action.

2.5 Publishing and Sharing Standards

- All digital media published by or on behalf of the school must reflect the school's as well as SABIS® values, professionalism, and commitment to safeguarding, protect individual dignity and confidentiality, and avoid content that may cause harm, misrepresentation, or reputational risk.
- Only designated personnel may post or authorize content on official School or channels. The school reserves the right to request the removal of any content that violates this policy or applicable data protection laws.

3. Roles and Responsibilities

- **School Director:** Ensures full implementation of this policy and compliance with ADEK requirements.
- **Staff Members:** Adhere to this policy when capturing or sharing media and ensure consent is verified.
- **Parents and Guardians:** Provide informed consent and notify the school of any withdrawal.
- **Students:** Respect the privacy of peers and avoid unauthorized recording or dissemination of content.

4. Monitoring and Compliance

- The school will regularly audit consent records and review digital media management practices to ensure compliance.
- Breaches of this policy will be treated seriously and may result in disciplinary measures.

5. Policy Review

This policy will be reviewed annually or earlier if required by changes in legislation, directives from the authorities, or internal procedures.