



Filming and Photography Policy Implementation Guidelines

1. Introduction

Alice Smith School reserves the right to take videos and photographs of students as a record of activities held in School. Photographs of children participating in events and activities allow the School to document and celebrate the achievements and successes of its students.

Images and video taken by the School are taken exclusively for the School's use, which may include use within the School's internal and external publication and website, as well as the School's pages on external platforms including, but not limited to our Facebook, Twitter, LinkedIn, Instagram and YouTube pages. The photographs may also be displayed within School premises.

2. Purpose

- To ensure that the use of images and videos taken at School events are shared appropriately within the community and with permission.
- To protect the rights of our students and parents not to be featured in internal or external publications against their wishes
- To communicate the proper procedures for disseminating images and videos taken by parents at school events

3. Exclusion from Media Features

The use of photographs in the media is already subject to strict guidelines, and we don't allow pupils to be approached or photographed while at School without prior permission of the School authorities.

While we recognise the needs and rights of individuals, the School also has a duty to ensure that the activities of the majority are not impinged upon by restrictions requested by the few. Should any parent or guardian have any objections against their child(ren) being featured in all or any particular type of image, they are responsible for notifying the School of such objection, via email to the Marketing Team via marketing@alice-smith.edu.my.

Parents should note that raising objections against photography may necessarily limit the range of activities in which their children may participate.

Where the School is filming and / or taking photographs at events, notices will be displayed to inform parents and school visitors that this is taking place to allow them to avoid appearing in such media.



4. Labelling of Images

- Group photographs of children will typically be labelled by association (i.e. by class or year group).
- Photographs will not typically be labelled in a way that allows students to be specifically identified by name.
- There are, however, some exceptions, for example, the official School Yearbook and other internal publications, and occasions when permission to name the student has been granted by the parent or guardian in writing.

5. Families' Responsibilities when Taking and Disseminating School Photos

We recognise the rights of families to film and/or take photographs of their children at specific and approved School events. Where filming is not permitted, due to copyright or licensing restrictions, parents will be advised accordingly at the event.

Family members need not notify the School of such intention to take photographs or film an event. However, when considering how to share these photographs, we encourage parents to use private links with small groups and to be mindful of the privacy of other children included in the photographs by not widely disseminating the photos on social media without their permission.

We also encourage families to be mindful of only photographing children in appropriate dress to avoid privacy and cultural issues and to reduce the risk of images being used inappropriately.

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