



Digital Media Policy

Aims

The purpose of this policy is to ensure that the creation, use, and publication of digital media within SIS Al Bateen 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 SIS Al Bateen 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 SIS Al Bateen.
- 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 SIS Al Bateen.
- Once consent is withdrawn, SIS Al Bateen will immediately cease using the relevant digital media in future materials.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 SIS Al Bateen'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 SIS Al Bateen's Data Protection Policy.
- SIS Al Bateen 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 SIS Al Bateen 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 SIS Al Bateen must reflect SIS Al Bateen'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. SIS Al Bateen 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 SIS Al Bateen of any withdrawal.
- **Students:** Respect the privacy of peers and avoid unauthorized recording or dissemination of content.

4. Monitoring and Compliance

- SIS Al Bateen 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.