

International School of Beijing Protocols for Publication of Student Images, Identities and Student Work September 2013

Introduction and Purpose

It is important that ISB share the achievements and successes of our students. We do so to enhance pride within the school community as well as to promote ISB externally to prospective families, the broader expatriate community in Beijing, universities and colleges, and the global community of international educators and institutions.

Nevertheless, the wellbeing and security of our students are of paramount importance, and these considerations take precedence over promotion of school activities or events. The Communications Office has developed the following guidelines with respect to the public use of images, names, voices, or schoolwork of student members of our community.

Guidelines for Identification of Students in Published Media

In general, as agreed to by parents through the enrollment and re-enrollment agreements, ISB will have the right to use student images and identify students in any kind of published medium, whether digital or print, and whether internal or external, by first name, initial of surname, and grade.

Exceptions to this guideline will be as follows:

1. When permission to use an image and/or identify a student is explicitly withdrawn by the parents, ISB will abide by the wishes of the parents;
2. Within the school yearbooks, a student's full name will accompany photos as well as photos of school activities, clubs, etc.;
3. Within password-protected environments or in printed materials distributed principally within the school community, or where a student is distinguished by an important accomplishment or level of success, the school reserves the right to publish the full name and grade of the student;
4. Within student publications (*The Break*, *Sententiae*, film courses, musical presentations, art exhibitions, etc.), the photo and identification of students and their work shall be regulated by the policy of the publication, class, or medium.
5. For awards and distinctions given by organizations outside the school community, or involving a range of international schools or other educational institutions with whom ISB interacts in an official capacity, the full name of the student may be used to accompany any photos, videos, recordings, or other promotion of the event, the occasion, and the award.

Publication of Student Work

In general, the School has the right to publish, post, display, or otherwise internally disseminate the work of students for the benefit of fellow ISB students and the school community.

Permission for external publication of student work, including work shared with other schools as well as work shared with outside corporations, partnerships, institutions, and other organizations, may be granted for Elementary Students by their parents, and for Middle School and High School students by the students themselves. It is understood that all such schoolwork is the exclusive property of the student and his/her family, and the right to publish or share the work does not grant sub-rights for publication or use by any third party. It is the responsibility of the teacher or administrator working with other schools or outside organizations to communicate this policy and to ensure that the other schools or organizations understand and agree to this policy. It is the responsibility of the teacher to ensure that specific permission has been granted to the third party for use of student work before transmitting work to another school or institution.

Publication of Student Images and/or Work by Teachers

1) Internally

Teachers shall have the right to publish student images and work as described above, within internal ISB media or on password-protected sites.

2) Externally

Distribution of images or work to public sites, external publications, and websites shall require in every instance the explicit authorization of the parents, students, and the ISB Communications Office.

Third-Party Use of Student Images

ISB specifically *does not grant* permission to any third-party provider for the use of images, names, work product, or recordings of any ISB student. Such permission may only be granted by the parents directly to the third-party provider. Any breach of this guideline should be discussed between the parents of the student and the third-party provider.