

## STUDENTS

### CLOUD COMPUTING, PHOTOGRAPHIC IMAGES AND SOCIAL MEDIA

#### POLICY #411

##### A. POLICY

Parental consent for student participation in the use of Web-Based Services, including Office 365, will be assumed unless specifically advised otherwise.

Queen Margaret's School will not use or publish any personal information of students, including images or recording, on any media which is widely-accessible, such as the Internet and including social media, or which is distributed outside the school community, without prior parental consent.

Queen Margaret's School will assume parental consent for the use or recording or publishing of student personal information, including images or recording, when using Web-Based Services and for internal purposes or which are published and distributed or accessible only to members of the school community, unless and until explicitly advised otherwise.

The British Columbia *Personal Information Protection Act* (PIPA) permits the collection, use or disclosure of personal information without consent in certain circumstances. For example, PIPA permits the use of personal information collected by observation at a performance, a sports meet or similar event that is open to the public.

##### B. PROCEDURE

###### 1. Scope

This policy applies to all persons students registered at Queen Margaret's School.

###### 2. Authority

It is the responsibility of the Head of School to see that this policy is followed.

###### 3. Procedure/Definitions:

###### **A. Cloud Computing**

Queen Margaret's School utilizes web-based computing services provided by third-party internet companies for purposes which include data storage, web-based applications and communication services (collectively, "Web-Based Services). Queen Margaret's School's use of Web-Based Services is of administrative and curricular value and enhances and supports the student's ability to create, store and share curricular and extra-curricular assignments.



When using Web-Based Services, including such products as Office 365 and Google Apps for Education, the School and all users are subject to the terms and conditions of use imposed by the service provider. (An internet link to those terms and conditions will be provided to staff and parents upon request.) In addition, the servers used for data storage by the providers may be located outside of Canada and will be subject to the laws of the jurisdiction in which they are located.

Students of Queen Margaret's School use Web-Based Services to create and store work product, including, for example, classroom and homework assignments, and will communicate with their teachers, other faculty and authorized School personnel through such services on a regular basis.

The office of Web-Based Services is not an educational requirement for students. Student will not be obliged to use the school-provided email, and all school activities that rely on the use of student email will allow for and accept alternate email addresses or an equivalent means of student participation.

## **B. Photographic Images and Social Media**

During the course of the year, images and recordings of students involved in school events and activities, curricular and extra-curricular, may be captured by still and video cameras. Some of these images may be published from time to time by Queen Margaret's School in various media, including but not limited to, advertisements, brochures, newsletter, newspapers, magazines, slide shows, yearbooks, television programs, websites, and on social media, including Facebook, Twitter and similar services. Photographs and videos of students may also be displayed at school events or at events to which Queen Margaret's School has been invited.

At Queen Margaret's School, we often use pictures, video or audio of students outside the school community for marketing purposes.

Certain images when published internally or when distributed to the school community may include students' names, grade and other identifying information. Images or recordings published by Queen Margaret's School on widely accessible media, such as the internet or social media, will not include students' names, grades or other identifying information.

Queen Margaret's School is committed to ensuring that its use of student personal information, including the publishing of photographs and recordings, is always respectful of the student, consistent with Queen Margaret's School's educational and social purposes and in accordance with all legal obligations, including the British Columbia *Personal Information Protection Act* (PIPA).

## 4. Communications Process

This policy will be communicated to the school community through the school's website, direct emails and distribution of accompanying consent forms.



5. Related Policies and Forms

- a. Form 411-A: Parental Consent Form for Cloud Computing, Photographic Images and Social Media
- b. Policy #115: *QMS Personal Information Privacy Policy for Parents and Students*
- c. Policy # 412: *Information and Communication Technology (ICT): Access and Acceptable Use*

