



MARKETING AND COMMUNICATIONS POLICY

Introduction

This policy has been adopted as part of the School's Personal Information Protection Compliance Framework in terms of the Protection of Personal Information Act 4 of 2013 ("POPIA").

This policy regulates the School's use of social media and marketing practices insofar as it relates to the potential processing of personal information by the School. For rules relating to the use of social media by staff and students, please refer to our **Social Media Policy**.

By signing the parent contract and / or acceptance of place form, parents consent to the limited use of their own and their children's personal information, in the form of images, video, audio, and identifying information such as their names and a description of activities that they are engaged in for marketing purposes by the School on social media, subject to the provisions of this policy.

Use of social media by Bishops

Bishops uses various social media platforms in order to market its services and to engage with interested persons about school news and events. Use of the school's social media accounts is strictly controlled and access is granted only to the school's marketing manager and IT department, where necessary. In doing so, the marketing manager must ensure that only such personal information as is reasonably required for the above-mentioned purpose is processed using such social media platforms. To this end, the school may publish certain personal information on such social media platforms, including images, sound recordings and videos which may depict or identify students, staff, parents and visitors engaging in school activities.

Any person whose personal information has been published on social media has the right to request that it be removed and you may withdraw your consent at any time for such materials to be published in future. Please note, however, that we have no control over the sharing of such content by third parties once it has been uploaded. Even if we remove the content on our accounts, we cannot guarantee that it may not have been re-posted on other accounts by third parties. In some cases, for example group photos, it may also not be possible to remove content relating to a specific individual, without thereby affecting the content relating to the entire group. In such cases, we may use our discretion to determine whether the content will remain online or whether it will be removed.

School marketing and communications practices

The School markets its services and events primarily through its website, newsletters and internal bulk mail platform. The School may in doing so publish materials in these media that identify students, staff or parents and which constitute personal information, provided that this will be done solely for the purpose of marketing the School's services or activities and events at the School. **Please note** that such communications are sent to members of the Bishops community. If such communications are forwarded, or shared with third parties by the recipient without Bishops' prior knowledge or consent, the person sharing such communications takes personal responsibility for doing so.

The School newsletters and bulk mail messages are primarily distributed to parents, who will be allowed to opt-in to receiving such communications. Any subscriber to such newsletters may also at any time opt-out of their subscription. **Please note**, however, that a parent may not opt-out of essential communications relating to their child's academic career or conduct at the School.

Individual communications with specific parents may also be sent by the School from time to time. This is primarily done via email. The use of such communications by the School is subject to the provisions of our IT policies, which require the School to take reasonable security precautions in respect of the use of such communications. As the School only has control over such communications up to the point of transmission, this does mean that they may be intercepted in transit, or on the recipient's server or personal device, which is outside of the School's reasonable control. The School accordingly accepts no responsibility for any unauthorized access to such communications after the point of transmission and parents use communication media such as email at their own risk.