OWLYPIA - PHOTO, VIDEO AND MEDIA POLICY

Perceptum Education Ltd. trading as Owlypia

Effective Date: 2026

1. Introduction

Owlypia recognises the importance of photography, video and digital media in documenting educational experiences, celebrating student achievements and communicating the impact of its programmes. This Photo, Video and Media Policy explains how Owlypia collects, uses, stores and publishes photographs, videos, recordings and other media involving students, teachers, supervisors, schools, partners and event participants. The policy applies across Owlypia services and activities, including Online Rounds, Local Rounds, Regional Rounds, Global Rounds, learning activities, workshops, ceremonies and related educational events.

2. Scope of This Policy

This policy applies to students participating in Owlypia programmes, parents and Legal Guardians of student participants, teachers, supervisors and school representatives, Owlypia staff, event teams and authorised representatives, and partner organisations supporting Owlypia activities. It covers media created by Owlypia as well as media created by authorised partners during Owlypia-related activities.

3. Purpose of Collecting and Using Media

Owlypia may use photographs, videos and recordings for legitimate educational and organisational purposes, including documenting student participation and event experiences, celebrating achievements and milestones, sharing information about Owlypia programmes, promoting educational opportunities, providing reports and updates to schools, parents and the Owlypia community, and improving future events and learning experiences.

4. Types of Media Collected

Media collected during Owlypia activities may include individual photographs, group photographs, event videos, presentations and challenge recordings, interviews and testimonials, student-created materials submitted as part of activities, and audio or video recordings created for educational purposes. Owlypia aims to collect only media that is relevant and appropriate for the intended purpose.

5. Events and On-Site Photography

During Local, Regional and Global Rounds, photographs and videos may be captured to record student experiences. This may include opening and closing ceremonies, academic challenges, team activities, presentations, award ceremonies, and cultural and educational activities. Owlypia takes reasonable steps to ensure that media activities respect student safety, dignity and wellbeing.

6. Online Activities and Digital Media

Owlypia may collect or process media connected with online activities, including student speaking activities, educational submissions, online presentations, and student-created content. Online media is handled according to applicable privacy, safeguarding and consent requirements.

7. Consent and Permissions

Owlypia obtains appropriate acknowledgement or consent for photography, video and media use according to the purpose of use, the participant's age and applicable legal requirements. For student accounts and participation in Owlypia activities, parents or legal guardians may be required to provide approval where applicable. This approval may include acknowledgement that photographs and videos may be taken during Owlypia activities, including Online, Local, Regional and Global Rounds, and may be used for event documentation, educational reporting, website content, social media updates and programme communications. For identifiable promotional uses involving students under 18, such as featured student profiles, promotional campaigns or specific marketing materials, Owlypia may require additional explicit permission where appropriate. Consent and permission processes may differ depending on participant age, country requirements and the nature of the media use.

8. Public Use of Student Images and Information

Owlypia aims to minimise unnecessary personal information when publishing student-related media. Where appropriate, Owlypia may use first names, initials, country information, and award or achievement information. Owlypia avoids publishing unnecessary details such as full personal profiles, private contact information or information that may create unnecessary risk.

9. Website and Social Media Publication

Student media may appear on official Owlypia communication channels, including Owlypia websites, social media platforms, official videos, digital publications and programme announcements where appropriate acknowledgement or permission has been obtained. Before publication, Owlypia considers whether the content is suitable for public viewing, whether unnecessary personal information is included, and whether the publication supports student safety and dignity.

10. Testimonials and Student Stories

Owlypia may publish student experiences, testimonials and stories to communicate educational impact. Where testimonials include identifiable information, Owlypia considers whether the student or appropriate adult has provided permission, whether the amount of personal information shared is necessary, and whether the content represents the student's experience respectfully. Owlypia may use anonymised or reduced-identification testimonials where appropriate.

11. Media and Safeguarding

Media activities must always follow safeguarding principles. Owlypia will not intentionally publish content that places students at unnecessary risk, reveals sensitive personal information, shows students in inappropriate situations, or compromises student dignity or wellbeing. Media decisions are made with consideration of both communication goals and student protection.

12. Third-Party and Partner Media

Owlypia works with schools, venues and partners during events. Partners creating or sharing Owlypia-related media should follow appropriate privacy and safeguarding expectations. Owlypia may request removal or amendment of media that does not meet its standards.

13. Storage and Protection of Media

Owlypia applies reasonable measures to protect stored media from unauthorised access, misuse or inappropriate sharing. Access to unpublished or internal media may be limited to authorised individuals who require it for their responsibilities.

14. Withdrawal and Requests

Parents, Legal Guardians or participants may contact Owlypia regarding concerns about the use of identifiable media. Requests will be considered in accordance with applicable legal requirements, practical limitations and the purpose for which the media was originally collected. Withdrawal of permission will not affect media already lawfully published where removal is technically impossible or where retention is required for legitimate organisational records.

15. Relationship with Other Owlypia Policies

This policy should be read together with the Owlypia Privacy Policy, Owlypia Safeguarding Policy, and Owlypia Terms of Service. Together, these policies explain how Owlypia protects participants and manages personal information and media.

16. Policy Updates

Owlypia may update this policy when services, programmes, legal requirements or operational practices change. The latest version will be published through official Owlypia channels.

17. Contact Us

For questions regarding this policy:

Email: info@owlypia.org

Website: www.owlypia.org