P19 Photo video and recording

Effective date: November 1, 2026.

Purpose

This policy establishes the standards for capturing, storing, and using photos, videos, and other recordings of students and staff at Canadian Aviation College (CAC). Its purpose is to balance CAC's need to promote and document educational activities with the privacy rights of individuals.

Scope

This policy applies to all CAC staff, instructors, contractors, and students. It governs:

- Photos and videos captured during classes, flight training, and on-campus activities.
- Media created for marketing, promotional, or informational purposes.
- Student participation in external events where CAC representation is identified.

Policy Statement

Consent Requirement:

CAC requires students and staff to sign a Photo & Video Release Form before their image, voice, or likeness is used in promotional or educational materials.

Students under 19 require parent/guardian consent.

Permitted Uses:

- Official CAC publications, brochures, and marketing materials.
- Digital and social media platforms managed by CAC.
- Internal use for training, academic, or safety purposes.

Prohibited Uses:

- Unauthorized personal posting of images or recordings of CAC staff, students, or facilities without prior approval.
- Use of CAC branding, logos, or uniforms in any media that misrepresents or damages the reputation of the college.

Responsibilities

- Staff & Instructors: May only capture and share media with prior approval from CAC management and in compliance with signed release forms.
- Students: Must not record instructors, staff, or other students without explicit permission. Unauthorized recording may result in disciplinary action under the Student Code of Conduct.
- Marketing & Communications: Responsible for ensuring compliance with release forms and appropriate storage of media.

Enforcement

- Any misuse of photos, videos, or recordings will be considered a violation of this policy.
- Consequences may include warnings, removal of the media, suspension of privileges, or disciplinary action under the Student Warning, Suspension & Dismissal Policy.

Related Documents

- Photo & Video Release Form
- Student Code of Conduct
- Social Media Policy

Bote ensures that orientation and onboarding explain these requirements. The person assigned onboarding records the completed release and any limitations in EMS. Existing Marketing and Communications responsibilities for consent compliance remain; Alano coordinates administrative records and website/IT updates. Report student breaches to Bote and concerns involving Bote to Alano.