

KAS Policy on Use of Student Information in Media

Shared Goal

We should strike a balance between what is socially acceptable in our host country while keeping the short- and long-term privacy of our students, employees, and families as our North Star.

Guidelines

1. Information is separated into two categories: "For Restricted Distribution", and "For Public Distribution". The first category is for distribution we have control over. That includes physical media like handouts at a show, and secured distribution that cannot be re-shared (easily) and we explicitly know the audience. "For Public Distribution" is for anything that is shared and viewable by any being or organization. That includes most social media and LINE, our public website, live streams, etc.
2. Parents who enroll to KAS agree to limited use of their child's likeness by official KAS photographers (not including teachers, but maybe we consider this) Li Lee and Wu Meng De. This limited use is for school systems, school reports, yearbook, internal presentations and assemblies (not broadcast). This does NOT extend to unofficial student photography.
3. Events sanctioned by KAS in any capacity should rely on KAS to secure photography and videography. Official KAS photographers or school-vetted videographers will gladly assist with your event. They are trained in child safeguarding best practices and are familiar with students on the media opt-out policy. Some fees may be required for events outside of normal school hours.
4. Parents may opt-out of the 2nd clause of the school's media policy which would restrict the use of their child's likeness on KAS's Social Media accounts:
 - KAS Official [Facebook](#): kaohsiungamericanschool
 - KAS Official [Instagram](#): kaohsiungas
 - KAS Official [YouTube](#): kasdragons

KAS no longer maintains an X account.

This also extends to KAS's print media publications and advertisements. This does NOT extend to unofficial student social media accounts, of which there is no implicit agreement.

KAS Policy on Use of Student Information in Media

5. When tagging or captioning images, or when listing students in any media, limit the amount of Personal Identifiable Information (PII) associated. There should be no more than 2 points of information, and never use both first and last names in any media that is "For Public Distribution".
6. Uniforms for athletics or field trips should refrain from using student full names, as these events are public, either in-person or via live streams. We recommend first names only, or in the case of athletics, a player number.

Examples

- ✓: Becky '27 (First and Graduation Year)
 - ✓: G10 Becky (Grade and Graduation Year)
 - ✓: Andrews '27 (Surname and Graduation Year, more common in translations)
 - ✗: Becky Andrews, Grade 10 (3 points of identifiable information)
 - ✗: Becky Andrews (Includes both first and last)
 - ✗: Becky, 126 Mingcheng Road, Zuoying District, Kaohsiung (Too much information)
 - ✗: Becky, the son of Mr. Yu Chen Li and Ms. Chen Mei Gui (Too much information)
 - ✗: Never include any government ID numbers (That should be obvious, right?)
7. No school officials or school-adjacent personnel should use lists or surveys that include an entire class list shared with non-employees. This includes complete parent email lists or lists of all students in a grade. Our community has the expectation of a certain level of privacy, and shouldn't be subject to non-official messaging.

This is similar to the way that hospitals and local schools replace the 2nd character of a name with O, as in 明O友

Examples

- ✗: Don't email room parents a spreadsheet of full class information. First names are OK
- ✗: Don't create forms that include a drop down of full student or parent names
- ✗: Don't exchange student information in group chats.
- ✗: External chat tools like LINE are considered public facing and should not collect student data
- ✓: Use Google Spaces for classroom or field trip communications for short chat messaging

KAS Policy on Use of Student Information in Media

8. It's OK for school photographers and teachers to take pictures of students actively engaged in learning. This doesn't need to be limited to the back of their heads. But remember our policies from #1, #2, and #3.

Works Cited

Common Sense Media. "Private and Personal Information | Common Sense Education."

Common Sense Media,

<https://www.commonsense.org/education/digital-citizenship/lesson/private-and-personal-information>. Accessed 12 March 2025.

Common Sense Media. "2023 State of Kids' Privacy."

https://www.commonsensemedia.org/sites/default/files/research/report/common-sense-media-2023-state-of-kids-privacy_0.pdf, Common Sense Media, 2023, p. 24. PDF.

National Centers for Missing & Exploited Children. "Resources for Parents, Educators & Communities." *MissingKids.org*, 2024,

<https://www.missingkids.org/netsmartz/resources>. Accessed 12 March 2025.

U.S. Department of Education. "Frequently Asked Questions | Protecting Student Privacy."

Protecting Student Privacy, Student Privacy Policy Office,

<https://studentprivacy.ed.gov/frequently-asked-questions>. Accessed 12 March 2025.

Revision History

Mar 12, 2025 : Officially created first draft from related content and messages

Apr 17, 2025 : Added more examples to sharing public data, and clause for video/photo

Aug 20, 2025 : Added Sports Jersey example