

Social Media & Student Content Policy

Kaufmann International Certificate (KIC) Programme

Organisation: German-Irish Chamber of Industry and Commerce (AHK Ireland)

Purpose: To provide clear guidelines for the voluntary sharing and use of student-generated content during the KIC programme for communication and promotional purposes.

1. Purpose of the Initiative

The KIC programme encourages participants to share authentic impressions of their learning experience in Ireland. Selected photos and videos shared by students may be used to illustrate programme activities and promote the KIC programme.

Content may be published on the following channels:

- Instagram
- AHK Ireland / KIC website
- Presentations and marketing materials
- Information material related to the KIC programme

Participation in this initiative is entirely **voluntary**.

2. Voluntary Participation

Students may choose to contribute photos or videos from their KIC experience by joining the designated KIC Instagram Content WhatsApp group.

Participation is optional and students may:

- join the group voluntarily
- leave the group at any time
- withdraw their consent for the use of their content

There are no academic or programme consequences for students who choose not to participate.

3. Consent for Use of Content

Before any content is used, students must provide explicit consent via the designated online consent form.

The consent confirms that:

- the student agrees that their submitted content may be used for KIC communication purposes
- the student understands where the content may be published
- the consent can be withdrawn at any time

Content will only be used if a valid consent has been obtained.

4. Data Protection (GDPR)

The processing of personal data in relation to this initiative is based on **consent in** accordance with Article 6(1)(a) of the EU General Data Protection Regulation (GDPR).

Key principles include:

- participation is voluntary
- only minimal personal data is collected
- consent is documented and stored securely
- participants may withdraw consent at any time

Content will only be used for the purposes described in this policy.

5. Communication via WhatsApp

A WhatsApp group may be used as a practical channel for students to share photos and short videos during their stay.

Students should be aware that:

- WhatsApp is a service operated by Meta
- phone numbers are visible to other members of the group
- participation in the group is voluntary

The WhatsApp group is used solely for the exchange of KIC-related content.

6. Acceptable Content

Students are asked to share content that reflects the positive and professional nature of the KIC programme.

The following should not be shared:

- offensive or inappropriate material
- copyrighted content owned by third parties
- images of individuals who have not consented to being photographed
- material that could damage the reputation of the programme

The German-Irish Chamber reserves the right to remove inappropriate content.

7. Content Review and Publication

All content shared by students will be **reviewed by the marketing team** before being published.

The Chamber may decide:

- whether content is suitable for publication
- on which platform it will be used
- whether the content will be edited or shortened

Not all submitted content will necessarily be published.

8. Participation of Minors

Participation in the social media content initiative is generally intended for **participants aged 18 and above**.

Content submitted by participants under 18 will not be used without **explicit parental or guardian consent**.

9. Withdrawal of Consent

Students may withdraw their consent at any time by contacting the programme organisers.

Upon withdrawal:

- the content will not be used in future communications
- where possible, previously used content will no longer be reused

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