



SPAA Website Policy

Sharjah Performing Arts Academy
(SPAA)



Responsible Office	<i>Marketing and Communications</i>
Responsible Officer	<i>Head of Quality and Enhancement</i>
Approving Authority	<i>SPAA Executive Director</i>
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WEBSITE POLICY

Introduction

At Sharjah Performing Arts Academy (SPAA) we will ensure His Highness Sheikh Dr. Sultan bin Mohammed Al Qasimi, Ruler of Sharjah's vision of providing students with an opportunity to study, practice and take part in developing professional performing arts in the region is fully and successfully realised.

SPAA graduates will be strong, confident, independent individuals with life skills that enable them to make a significant contribution to society. Our graduates will be enterprising, creative skilled artists, entrepreneurial, socially mobile and generous human beings. They will be world wise and capable.

We expand concepts of intelligence beyond academic ability, and most importantly we prepare students for professional work in the performing arts. Performing arts and performing artists includes all those involved in the collaborative process of making professional performance. Specifically, actors, musicians, singers, dancers, technicians, stage managers, designers, directors, choreographers, costume makers and lighting designers, for example.

Professional performing arts are collaborative and practical; our programmes embrace this ethos. The central component of the Academy will be people coming together to create and develop performance. The performing arts embraces a diverse range of performance environments and numerous styles and ideas. Freeing the imagination and developing creative individuals who are able to collaborate in any global context will be the focus of all strategic aims in the Academy.

Vision

Sharjah Performing Arts Academy (SPAA) is the only dedicated performing arts academy in the Middle East. We will train, educate and produce graduates with a competitive edge in an international market, with all the necessary skills to develop a lasting and prosperous career within the professional performing arts industry.

Mission

Sharjah Performing Arts Academy provides a comprehensive education for the professional performing artist and for production and technical specialists. We encourage students to direct their natural gifts and abilities into developing the skills required for their chosen career. We provide students with specific and focussed training and education, which includes individual coaching and mentoring by a dedicated, professionally qualified, motivated and caring staff.

Policy Purpose and Context

The policy for the website should be read and carried out by all staff members of Sharjah Performing Arts Academy (SPAA) and read in conjunction with SPAA's *IT Policy and Procedure Manual*, SPAA's Brand Guidelines and SPAA's Website User Manual.

This policy provides guidelines for the storage of information and maintenance of all relevant technology issues related to the Academy's website.

This Website Policy ("Policy") also helps stakeholders understand how SPAA uses and protects the data provided when someone visits and uses www.spaa.ae ("website", "service") and/or its stem sites, such as the Application Management System (AMS).

This Policy covers the treatment of information that is gathered by a website, including personally identifiable information. This Policy **does not** apply to information collected by third party websites or services, or personal data collected in the context of employment.

Procedures

Website Register

The Website Register must record the following details:

- List of domain names registered to the business
- Dates of renewal for domain names
- List of hosting service providers
- Expiry dates of hosting

The IT Department will be responsible for any renewal of items listed in the Register.

Website Content

- All content on the business website is to be accurate, informed and up-to-date.
- All content on the business website (visual and written) must be culturally sensitive and appropriate to the region in which SPAA is located.
- All content on the business website must follow SPAA/MarComms plan objectives.
- The Marketing and Communications team is responsible for brand identity, content, maintenance, and editing of the business website.
- All edits, additions to the website must go through the MarComms team with final approval from Executive Director.
- Only the MarComms team, the SPAA IT Department and the UK contracted web builders, Consider This, have approved access to the backend user interface of the website.
- The website is monitored weekly; content is reviewed and edited periodically.

Copyright

SPAA ensures it uses best practice against violating copyright laws. Any stock images, music videos, posts and/or productions shared on our website and/or social media have been sourced responsibly either from paid licenses, Creative Commons Music, Royalty Free subscriptions or Public Domain Music. Any creative content uploaded and/or used outside of these domains will only be done so with explicit, written permission from the artist or an alternate person authorised to do so.

Privacy Statement

Sharjah Performing Arts Academy, Sharjah, United Arab Emirates, is committed to protecting the privacy and accuracy of confidential information to the extent that is possible, subject to provisions of UAE Federal Law No. 5 of 2012 on Combatting Cybercrimes and its amendment by the Federal Law No. 12 of 2016, protecting data and privacy online.

Although there are many applications and websites that collect information and other statistics about their users, we DO NOT collect any personal information about visitors when they visit our web site: www.spaa.ae

Changes in Privacy

This Website Policy and Privacy Statement was last reviewed in April 2021. This Website Policy and Privacy Statement may change or be amended at any time and for any reason. We encourage visitors to review this Policy each time they visit our website.

If SPAA decides to make significant changes to our Website Policy and Privacy Statement, we will post an alert notice on the homepage of our website for a period of time after the change is made.

Privacy and other websites

SPAA's website may contain links to other websites. Some of those websites may be operated by third parties. We provide the links for your convenience, but we do not control, manage or monitor the privacy practices of these second and third party websites that are operated by others.

Sharjah Performing Arts Academy is not responsible for the performance of websites owned and/or operated by third parties, or for visitors' interactions with them. Whenever a visitor leaves the SPAA website to follow links to alternate pages, we recommend that they review each alternate website's policy, privacy practices, terms & conditions to make an informed choice regarding the adequacy of these practices and whether or not they wish to continue to that website.

Contact Us

If you have questions, comments or concerns regarding our Website Policy, please reach out to us using the [**Contact Form**](#) on our website. Additionally, you may contact us directly via email at: info@spaa.ae