

# SRM UNIVERSITY - AP, ANDHRA PRADESH

SRMAP / Reg. Off / Policies / 16 / 2024-25

30<sup>th</sup> June 2025

## Visual Infringement Policy

SRM University-AP is committed to ensuring a safe and secure environment for its students, faculty, and staff, especially in an era of digital proliferation, when the ideas of private and public have shifted. The university has developed a photo and video infringement policy to safeguard the rights of its students and employees.

Posting, sharing or circulating photos or videos with the intention of defaming or harassing an individual, group, or the university in general will not be tolerated on any grounds and will be strictly dealt with in accordance with the university's policy.

The university reserves all rights to use its students' and employees' photos for branding, promotion, and marketing purposes while ensuring the dignity of any or all individuals involved. The individuals featured in any such branding collaterals are informed in advance, and their consent is implied unless explicitly stated in writing. The university reserves all rights to modify and amend the policy as and when required.

The university aims to foster an environment of safety and respect for all individuals while effectively promoting the university's values and achievements.



Registrar  
Dr. R. PREMKUMAR  
REGISTRAR  
SRM UNIVERSITY - AP  
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