

Buntingford School of Dance (BSD) Ltd

Photography & Video Policy

This policy exists to protect young people and adults by clearly defining the parameters for the taking and usage of photos and videos.

- Consent is sought via the Registration Form, a pre-requisite on enrolment, to use photographic and video material of students for promotional, advertising, training or other purposes, as follows:
 - No consent given to use any photos or videos
 - Consent given to use photos and videos without name
 - Consent given to use photos and videos with name
- If consent is given it is on the basis that that the image may be used in perpetuity by BSD, and as such may be used after a student has left the school
- BSD promotes and advertises, with and without photos, in a variety of ways such as, but not limited to:
 - Local Press
 - Website
 - Social Media Channels
 - Television
- BSD will carefully consider the suitability of the photo/video, including the protection of modesty and dignity prior to usage.
- Videos are a useful tool for the learning and revision of dances. Students may wish to record a class to be able to learn and practice dances at home. Permission of all students in the class must sought before any videos take place.
- BSD students may be invited, on occasion, to enter exams. Sometimes these exams will take place via recording and uploading of footage, which is subsequently marked on-line via the examinations board, these are termed 'Remote' exams. If a student enters a 'Remote' exam, it is understood that video footage will be shared with the examinations board and the examiner in this way. The footage may be kept securely by the examinations board for subsequent moderation and for use in the training and standardisation of examiners.
- Pupils should not share a recording which features anyone other than themselves with anyone else or by any means.
- At the end of term parents and friends are invited to watch classes. Parents may take photos and record, however they must not share any photos or recording by any means

(e.g. social media) if they include any other child, unless permission of all in the photo is sought.

- External/professional photographers or the press, will be made aware of our policies
- Students are asked not to take photos or videos in dressing rooms.
- Students and parents may not share photos or video on social media or by any other means, without first asking permission of all those who may be in the photo or video.
- Images or video recordings of students will be kept securely.

Revised August 2024