



Bright Ballroom Photography & Video Policy

1. Policy Statement

We are committed to safeguarding the welfare, safety and dignity of everyone attending our classes.

Photographs and videos are recognised as personal data. This policy explains how Bright Ballroom uses images safely, lawfully and proportionately in accordance with:

- UK General Data Protection Regulation (UK GDPR)
- Data Protection Act 2018
- Local safeguarding partnership best-practice guidance
- Dance school insurance and liability expectations

This policy should be read alongside the Bright Ballroom Safeguarding and Child Protection Policy.

2. Scope

This policy applies to:

- Bright Ballroom teachers
- Any volunteers, students or visiting professionals
- Accredited photographers (where used)
- Parents, carers and visitors attending Bright Ballroom activities

3. Consent and Lawful Basis

Bright Ballroom relies on **explicit parental consent** to photograph or film children.

Consent:

- Is obtained using a clear written consent form
- Is optional for promotional and social media use
- Is not a condition of class membership
- May be withdrawn at any time in writing

Withdrawal of consent will prevent future use of images and will not affect a child's participation.





4. Types of Image Use

Consent is requested separately for:

- Internal use (e.g. class records, progress reference)
- Website and printed promotional materials
- Social media platforms

Images will only be used within the scope of consent given.

5. Safeguarding Measures

To minimise safeguarding risk, Bright Ballroom:

- Uses group images where possible rather than close-ups
- Avoids close-up images unless appropriate
- Ensures children are photographed or filmed in suitable dancewear
- Avoids identifying children unnecessarily
- Does not publish names alongside images unless additional consent is given
- Prohibits photography or filming during examinations, unless required for virtual examination submission

Virtual Examinations

Where an external awarding body requires examinations to be submitted virtually, Bright Ballroom may record children solely for examination assessment purposes. Such recordings will be made strictly in accordance with the awarding body's published guidance, stored securely on password-protected devices, shared only with the relevant examination board, and deleted once the examination process and any required retention period has concluded.

Any concerns regarding inappropriate photography or filming must be reported immediately to the Safeguarding Lead.

6. Parents and Carers

Parents and carers may take photographs or videos **for personal use only** at events where photography is permitted.

Images must not be:





- Sold or used commercially
- Shared publicly or on social media without consent from all parents of children featured

7. Official Photography

Official photographs and videos may be taken by:

- Bright Ballroom teachers
- Accredited photographers who are DBS checked, insured and supervised

All photographers are briefed on safeguarding and insurance requirements.

8. Storage, Security and Retention

Images are stored only on **password-protected phones, tablets or computers** owned by the teachers and used solely for Bright Ballroom purposes.

Images are:

- Accessed only by the teachers
- Reviewed annually
- Deleted within 12 months of a child leaving Bright Ballroom unless required for legal or insurance purposes

9. Data Rights

Parents and pupils have the right to:

- Access images
- Withdraw consent
- Request deletion
- Raise concerns with the Safeguarding Lead





10. Data Breaches

In the unlikely event of a data breach (e.g. loss of a device or accidental sharing), the Safeguarding Lead will assess the risk and take appropriate action, including informing parents and insurers where necessary.

11. Review

This policy is reviewed annually.

Safeguarding Lead: Amy Wright

Last reviewed: 15th January 2026

Next review: January 2027

