



BRIGHT BALLROOM PHOTOGRAPHY AND VIDEO POLICY

Bright Ballroom takes the safety and privacy of children and young people extremely seriously as a matter of both legal and moral importance.

This policy aims to minimise the risk of inappropriate use of photos and videos of children. All staff will be familiarised with the provisions contained within this policy as part of their induction and be expected to act in accordance with them at all times.

In compliance with The Data Protection Act 1998, consent will be obtained from a parent or primary caregiver with regards to permission to allow Bright Ballroom to photograph or video their children. This is obtained when parents pay their child's Bright Ballroom membership fee. Parents are advised of this via email and are provided with the Photography & Video Policy electronically. Parents and caregivers retain the right to withdraw consent at any stage, but they need to do so in writing.

Photographs and video taken of the children should be stored on Bright Ballroom media only. Should parents or primary caregivers not give permission for their children's photos to be published, Bright Ballroom will respect this decision and ensure they do not place such photos on the Bright Ballroom website or any other publication.

Events such as, competitions and demonstrations may be recorded by video and photography by staff, parents, care-givers and other audience members, but always in full view of all attending and in compliance with our policy.
Examinations may not be photographed or filmed.

Parental Right to Take Photographs and Videos

Parents and caregivers are not covered by the Data Protection Act 1998 if they are taking photographs or making a video recording for their own private use and are therefore at liberty to take photographs or make video recordings at our events and showings unless restricted by existing copyright of certain productions.

Parents are not permitted, however, to take photographs or to make a video recording for anything other than their own personal use (e.g. with a view to selling videos of a Bright Ballroom event). Recording and/or photography other than for private use would require the consent of the other parents whose children may be captured on film.

All recordings and/or photography for private use are subject to the Safeguarding policy declarations. Parents, staff or visitors who suspect anyone of taking images of children without consent must report the incident to the Safeguarding Lead – Amy Wright – immediately.



Official Bright Ballroom Photographs and Video

Official Bright Ballroom photographs and video are taken continuously, by staff or accredited photographers who are DBS checked, fully insured and chaperoned during their time on the premises or by our DBS checked staff and teachers themselves.

Child Protection

To ensure the identity of pupils is protected, images and details of pupils are not published together. For example, if the pupil is named, we would avoid using their photograph. If the photograph is used, we would avoid naming the pupil. Exceptions are made for special announcements on social media or our website, which are made after necessary consent is given from the pupil's parent or primary caregiver.

Bright Ballroom Photography and Video Policy

Where possible, we use general shots of rehearsal or group activities rather than close-up pictures of individual children. We are also careful to consider the camera angle at which pictures are taken in order to make children less identifiable.

We are careful too, to ensure that we use images of children in suitable dress, and take care photographing performance events to maintain modesty.

Visitors, volunteers and students are not permitted to use their own mobile phones to take or record any images of children for their own records during Bright Ballroom group session times.

Press

On occasions where the press take video/photographs of our pupils, we ensure that they are not published without prior consent from the parents or primary caregivers. The manner in which the press use images/video is controlled through relevant industry codes of practice as well as the law. However, given our responsibility to pupils, we ensure that broadcasters and press photographers are chaperoned whilst on the premises and are aware of the sensitivity involved in detailed captioning, one to one interviews or performance photography and video.

Website / Other 'Promotional' Materials

On occasion we might like to use photographs/videos of the children taking part in Bright Ballroom sessions to advertise/promote the school via our website etc. Should Bright Ballroom take and use photos/videos of children for marketing/information purposes such as for flyers or on the website, every attempt will be made to be representative of the group – for example, including, where relevant, images of children from different ethnic backgrounds and positive images of children with disabilities.



The Storage of Photographs/Videos

Photographs and videos of pupils are maintained for authorised Bright Ballroom use only. If permission is withdrawn for a photograph it is edited from the storage media immediately.

This policy will be regularly monitored by Amy Wright and will be subject to an annual review.

Amy Wright

Date policy agreed: 10th February 2020

Policy reviewed: 1st December 2022

Policy last reviewed: 30th January 2025

Date of next review: January 2026

