



## **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 video 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 is obtained from parents to allow Bright Ballroom to photograph or video pupils. This is obtained through the student enrolment form on the Bright Ballroom website. Parents retain the right to withdraw consent at any stage, but they need to do so in writing.

Photographs taken of the children should be taken with Bright Ballroom cameras only. Should parents not give permission for their children's photos to be published Vibe Arts will respect this decision and ensure they do not place such photos on the Vibe Arts website or any other publication.

Events such as, competitions and demonstrations may be recorded by video and photographs by staff and parent/carers 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 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 event). Recording and/or photographing other than for private use would require the consent of the other parents whose children may be captured on film.

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**

Official Bright Ballroom photographs 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 parents.

## **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 session times.

## **Press**

On occasions where the press take photographs of our pupils, we ensure that photos are not published without prior consent from parents. The manner in which the press use images is controlled through relevant industry codes of practice as well as the law. However, given our responsibility to parents and 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, and close or performance photography.

## **Website / Other 'promotional' materials**

On occasion we might like to use photographs 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 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**

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 If permission is withdrawn for a photograph it is edited from the storage immediately.

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

**Amy Wright**

Date policy agreed: 1<sup>st</sup> August 2022

