

Photography and Filming Policy



Samantha Wood Theatre Academy
Effective Date: 29.04.2020
Revision Number: v1.1

The purpose and scope of this policy statement

Samantha Wood Theatre Academy (SWTA) works with children and young adults as part of its activities. These include group dance classes, private singing and dance classes, local events and fetes, workshops, competitions and shows.

The purpose of this policy statement is to:

- protect children and young adults and young people who take part in SWTA's services, events and activities, specifically those where photographs and videos may be taken.
- set out the overarching principles that guide our approach to photographs/videos being taken of children and young people during our events and activities.
- ensure that we operate in line with our values and within the law when creating, using and sharing images of children and young people.

This policy statement applies to all staff, volunteers and other adults associated with SWTA.

Legal framework

This policy has been drawn up on the basis of legislation, policy and guidance that seeks to protect children and young adults in England.

We believe that:

- children and young people should never experience abuse of any kind.
- we have a responsibility to promote the welfare of all children and young people and to take, share and use images of children and young adults safely.

We recognise that:

- sharing photographs and films of our activities can help us celebrate the successes and achievements of our children and young people, provide a record of our activities and raise awareness of our Academy.
- the welfare of the children and young people taking part in our activities is paramount.
- children and young adults, their parents and carers have a right to decide whether their images are taken and how these may be used, regardless of age, disability, gender reassignment, race, religion or belief, sex or sexual orientation.
- consent to take images of children is only meaningful when children and young adults, their parents and carers understand how the images will be used and stored, and are fully aware of the potential risks associated with the use and distribution of these images.
- there are potential risks associated with sharing images of children and young adults online.

More information about this is available from learning.npscc.org.uk/researchresources/briefings/photography-sharing-images-guidance.

We will seek to keep children and young people safe by:

- always asking for written consent from a child/young adult and their parents or carers before taking and using their image.
- always explaining what images will be used for, how they will be stored and what potential risks are associated with sharing images of children and young adults.
- making it clear that if a child/young adult, or their family withdraw consent for an image to be shared, it may not be possible to delete images that have already been shared or published.
- not using the names of children/young adults whose images are being used in our published material whenever possible (and only using first names if we do need to identify them).
- never publishing personal information about individual children and young adults and disguising any identifying information (for example the name of their school or a school uniform with a logo).
- making sure children and young adults, their parents and carers understand how images will be securely stored and for how long, including how we will control access to the images and their associated information (see GDPR policy).
- reducing the risk of images being copied and used inappropriately by:
 - only using images of children and young adults in appropriate clothing.
 - avoiding full face and body shots of children and young adults taking part in activities where there may be a heightened risk of images being misused.
- using images that positively reflect young people's involvement in the activity.

We also have a procedure for reporting the abuse or misuse of images of children and young adults as part of our child protection procedures (see 'Child Protection & Safeguarding Policy'). We will ensure everyone involved in our Academy knows the procedures to follow to keep children and young adults safe.

Photography and/or filming for personal use

When children and young adults themselves, parents, carers or spectators are taking photographs or filming at our events and the images are for personal use, we will publish guidance about image sharing in the event programmes and/or announce details of our photography policy before the start of the event. This includes:

- reminding parents, carers and children/young adults that they need to give consent for SWTA to take and use their images.
- asking for photos taken during the event not to be shared on social media.
- recommending that people check the privacy settings of their social media account to understand who else will be able to view any images they share of their own children and young adults.
- reminding children/young adults, parents and carers who they can talk to if they have any concerns about images being shared.

Photography and/or filming for SWTA's use

We recognise that our teachers may use photography and filming as an aid in activities such as dance, acrobatic arts or singing. However, this should only be done with SWTA's permission.

Children, young people, parents and carers must also be made aware that photography and filming is part of the programme and give written consent via the registration process, or when specifically requested prior to an event such as a show.

If we hire a photographer for one of our events, we will seek to keep children and young people safe by:

- providing the photographer with a clear brief about appropriate content and behaviour.
- ensuring the photographer wears identification at all times.
- informing children and young adults, their parents and carers that a photographer will be at the event and ensuring they give written consent to images which feature their child/young adult being taken and shared.
- not allowing the photographer to have unsupervised access to children and young adults.

- not allowing the photographer to carry out sessions outside the event or at a child/young adult's home.
- reporting concerns regarding inappropriate or intrusive photography following our child protection procedures.

Photography and/or filming for wider use

If people such as local journalists, professional photographers (not hired by SWTA) or students wish to record one of our events and share the images professionally or in the wider world, they should seek permission in advance. They should provide:

- the name and address of the person using the camera.
- the names of children/young adults they wish to take images of (if possible).
- the reason for taking the images and/or what the images will be used for.
- a signed declaration that the information provided is valid and that the images will only be used for the reasons given.

SWTA will verify these details and decide whether to grant permission for photographs/films to be taken. We will seek consent from the children/young adults who are the intended subjects of the images and their parents and inform the photographer of anyone who does not give consent.

At the event we will inform children and young adults, parents and carers that an external photographer is present and ensure they are easily identifiable, for example by using them with a coloured identification badge.

If SWTA is concerned that someone unknown to us is using their sessions for photography or filming purposes, we will ask them to leave and (depending on the nature of the concerns) follow our child protection procedures.

Storing images

We will store photographs and videos of children and young adults securely, in accordance with our safeguarding policy and data protection law (see GDPR policy).

We will keep hard copies of images in a locked drawer and electronic images in a protected folder with restricted access.

We will never store images of children and young adults on unencrypted portable equipment such as laptops, memory sticks and mobile phones.

Related policies and procedures

This policy statement should be read alongside our Academy policies and procedures, including our:

- Child Protection & Safeguarding Policy
- Privacy/GDPR Policy
- Code of Conduct

Contact details

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We are committed to reviewing our policy and good practice annually.

This policy was last reviewed on: 29.04.2020

Signed: Samantha Wood – Academy owner and Principal

Date: 29.04.2020