

# Mayes School of Performing Arts

*Inspiring performing arts training for children and young adults, building confidence, forging friendships and learning to shine in the spotlight*



## **Photo / Video Use Policy**

### **The purpose of this policy statement is to:**

- Protect children and young people who take part in Mayes School of Performing Arts 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
- To ensure that we operate in line with our values and within the law when creating, using and sharing images of children and young people

### **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 safely

### **We recognise that:**

- The welfare of the children and young people taking part in our activities is paramount
- Children and their parents/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
- There are potential risks associated with sharing images of children online

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

- Always asking for written consent from a child and their parents or carers before taking and using a child's image
- We will never identify children by using their full name.
- Never publishing personal information about individual children
- Making sure children, their parents and carers understand how images of children will be securely stored and for how long
- Reducing the risk of images being copied and used inappropriately by: only using images of children in appropriate clothing
- Using images that positively reflect young people's involvement in the activity

## **Photography and/or filming for personal use**

When children themselves, parents/carers or spectators are taking photographs or filming at our events and the images are for personal use, it is important that parents/carers use the photos for their own use and request they do not post on social media if there are any other children in the photo that can be identified, unless you have consent from them.

## **Photography and/or filming for Mayes School of Performing Arts use**

All parents/carers sign the terms and conditions and state whether they give permission for Mayes School of Performing Arts to use any still and/or moving image being video footage, photographs and/or frames depicting my child for any of the following uses: Advertisements, marketing, training, educational or publicity purposes or use on the company website. Parents/Carers also sign a Social Media Permission slip stating whether they give consent or not to photos of their child being uploaded to the companies social media sites.

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
- Informing children and parents/carers that a photographer will be at the event
- Not allowing the photographer to have unsupervised access to children
- Not allowing the photographer to carry out sessions outside the event or at a child's home

## **Storing images**

We will store photographs and videos of children securely.

We will keep hard copies of images in a locked drawer and electronic images in a protected folder with restricted access. Any professional photos, for the purpose of advertising will be stored for up to two years.

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

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

Written 11<sup>th</sup> May 2019

Latest review December 2025

SIGNED: LMAYES

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