



## **Photography Policy**

### **Rationale**

The word photography is used in this policy to include traditional photographs and digital images of any kind, still or moving.

For many years' photography has contributed both profoundly and superficially to our culture. It plays a significant role in commerce, entertainment and communication; it is commonplace in our homes and it is an important element of dance.

At VibeZ Dance Studios we feel it is vital that achievements are recognised and that pupils feel valued, proud and happy. Photography is a useful tool and it is employed routinely in many ways, for example record keeping, displays, teachers' lessons and the client's own work.

On occasions photography is also used for the press and other promotional purposes, including the studio's website and social media sites (Twitter, Facebook, etc.). We are, however, sensitive to the wishes and rights of parents who may want to be specific about what their children's photographs/videos are used for.

### **Taking Photographs and Video**

We do not seek consent from parents/carers for school-related photography of pupils as we consider this part of normal life – and is important. Photography will not be taken of any child when they are vulnerable – upset, hurt or in a state of undress. Photography will be taken to best promote the client and their achievements and successes through dance, as well as feedback for analysis.

We do ask parents to give consent for children's photographs/videos to be used in publicity material (studio documents, website, media coverage and social media sites).

A register is kept of children who must not be included in intended for publicity material. As well as a master register of all children, each class teacher will have access to an up-to-date register for children in the class and what permissions/consents have been given by parents. This class register will always be available to teachers, so that photography of children who do not have consent for publicity will not be shared or used, other than for assessment/record keeping.

All reasonable measures will be taken to ensure that children are not photographed or videoed by a visitor to studio unless they have the publicity consent. The exception to this may be photography taken by parents at studio events such as competition and performances.

### **Use and Storage of Photographs and Video:**

Photographs taken as records of events or for educational purposes may be displayed around the studio. They are then archived after use. Photographs are not exchanged with anyone outside the studio or removed for private use by any employee or volunteer.

### **Website/social media**

Photographs of children are used minimally and anonymously on our website. Parents reserve the right to have any photograph of their child removed. Photography may be used on the studio's Twitter and Facebook pages.