

Croydon School of Performing Arts CIC

Photography & Video Policy

Version: 1.0

Effective Date: 29 July 2026

Reviewed: Annually

1. Purpose

Croydon School of Performing Arts CIC is committed to safeguarding the privacy, dignity and wellbeing of all students while celebrating their achievements through photography and video.

This policy explains how photographs and video recordings are taken, used, stored and shared, together with the choices available to parents and guardians regarding the use of their child's image.

This policy should be read alongside our Privacy Policy and Terms & Conditions.

2. Scope

This policy applies to:

- All students
- Parents and guardians
- Staff
- Freelance teachers
- Volunteers
- Chaperones
- Professional photographers and videographers engaged by the school
- Visitors attending school events

3. Photography and Video

Throughout the year, photographs and video recordings may be taken during:

- Weekly classes
- Workshops
- Holiday activities
- Rehearsals
- Examinations
- Open Days
- Community events
- Performances
- Award ceremonies
- Other activities organised by Croydon School of Performing Arts CIC

4. Marketing and Promotional Use

Parents and guardians are asked to provide their photography and video consent when registering their child.

Where consent has been given, photographs and videos may be used for promotional purposes including:

- Our website
- Social media platforms
- Printed marketing materials
- Posters and flyers
- Advertisements
- Press releases
- Parent newsletters
- Funding applications and reports
- Other promotional material produced by Croydon School of Performing Arts CIC

Parents and guardians may withdraw their consent for promotional use at any time by contacting us in writing.

Where consent has been withheld or withdrawn, Croydon School of Performing Arts CIC will not intentionally use identifiable photographs or videos of the student for public marketing or promotional purposes.

5. Live Performances

Live performances are an important part of the performing arts experience.

To preserve a lasting record of each production, Croydon School of Performing Arts CIC may arrange for performances to be professionally photographed and/or professionally filmed.

These recordings are produced to capture the performance as a whole and may be made available to participating families for their personal viewing and enjoyment. They may also be retained by the school for archival purposes.

Where a parent or guardian has not provided consent for promotional photography or video, these official performance recordings and photographs will not be used for public marketing or promotional purposes.

Parents and guardians who choose not to consent to promotional photography will be asked whether they are happy for their child to appear in official performance recordings and photographs that are shared privately with participating families.

Where a parent or guardian does not wish their child to appear in any official performance recording or photography, Croydon School of Performing Arts CIC will discuss the available options prior to the performance.

Whilst every reasonable effort will be made to accommodate individual preferences, due to the nature of live theatrical performances, group choreography and stage productions, complete

exclusion from all photography or video recording cannot always be guaranteed and may affect a student's participation in certain performances.

6. Photography by Parents and Guests

Parents, guardians and invited guests are welcome to photograph or film **their own child** during performances for personal and private use only, unless otherwise advised.

To protect the privacy of all students, we respectfully request that:

- Images and videos are not used for commercial purposes.
- Photographs or videos containing other identifiable children are not published on social media or other public platforms without the permission of the parent or legal guardian of each child featured.
- Photography and filming instructions issued by the school or venue are followed at all times.

Anyone failing to comply with these requirements may be asked to stop recording or may be asked to leave the venue.

7. Professional Photographers and Videographers

Croydon School of Performing Arts CIC may engage professional photographers or videographers for performances, events and promotional activities.

They will:

- Work under the instruction of Croydon School of Performing Arts CIC.
- Follow safeguarding and data protection requirements.
- Handle photographs and recordings securely.
- Use images only for the agreed purposes.

8. Safeguarding

The safety and wellbeing of our students is our highest priority.

When publishing photographs or videos we will:

- Present students respectfully and appropriately.
- Avoid publishing unnecessary personal information.
- Not publish home addresses or contact details.
- Consider safeguarding risks before publishing images.

9. Storage and Security

Photographs and video recordings are stored securely using password-protected systems and trusted service providers where appropriate.

Access is restricted to authorised personnel who require access for legitimate business purposes.

Reasonable measures are taken to prevent unauthorised access, loss or misuse.

10. Data Protection

Photographs and videos which identify an individual are treated as personal data and processed in accordance with:

- UK General Data Protection Regulation (UK GDPR)
- Data Protection Act 2018
- Our Privacy Policy

11. Questions or Withdrawal of Consent

Parents and guardians may update or withdraw their photography and video consent at any time.

To change your preferences, simply log in to your **Parent Portal**, navigate to the **Waivers** section and select the **Photo & Video Consent Opt-Out** option. Alternatively, you may contact us by email at admin@croydonschoolofperformingarts.co.uk.

Please note that any changes to your consent preferences will apply to future photography and video recording activities wherever reasonably practicable. They will not require the removal of photographs or videos that have already been lawfully published, distributed or shared in accordance with the consent that was in place at the time they were created or used.

12. Policy Review

This policy will be reviewed regularly to ensure it remains compliant with current legislation, safeguarding guidance and best practice.

Email: admin@croydonschoolofperformingarts.co.uk