



PHOTOGRAPHY, VIDEO & SOCIAL MEDIA POLICY

At Spirit Academy of Dance, we enjoy celebrating our students' achievements through photographs and videos. Images help us recognise students' progress, promote the academy and share memorable moments with our families.

This policy explains how photographs and videos are used, how consent is managed and how we protect the privacy of all students.

Consent

We will only use photographs or videos of students where appropriate parental consent has been provided through our registration process.

Parents can update or withdraw their consent at any time by contacting the academy in writing.

Where consent has not been given, every reasonable effort will be made to ensure that the student is not featured in promotional material.

How Images May Be Used

With consent, photographs and videos may be used for:

- Spirit Academy's website.
- Official social media pages.
- Printed advertising and promotional material.
- Posters, flyers and banners.
- Studio displays.
- Show programmes.
- Celebration of student achievements.
- Parent communications.

Images will never knowingly be used for purposes outside those agreed without obtaining further permission.

Protecting Students

When publishing photographs or videos, Spirit Academy will:

- Use images respectfully and appropriately.
- Avoid sharing unnecessary personal information.
- Never publish home addresses, telephone numbers or personal contact details.
- Take reasonable steps to ensure images are used only for legitimate academy purposes.

Photography During Classes & Events

Parents are welcome to photograph or film **their own child** during designated viewing sessions, performances or academy events where permission has been given.

However, we ask all parents to remember that other children may also appear in photographs or videos.

Images should be used for personal family use only and should not be shared publicly if they clearly identify another child without permission from that child's parent or guardian.

Social Media

Spirit Academy encourages families to celebrate students' achievements responsibly.

When using social media, we ask parents to:

- Respect the privacy of all students and families.
- Avoid posting photographs or videos featuring other children without permission.
- Refrain from posting negative or inappropriate comments regarding students, parents or staff.
- Report any concerns regarding inappropriate use of academy images.

The academy reserves the right to request the removal of any content that may compromise the safety, wellbeing or reputation of students or the academy.

Professional Photography

From time to time, professional photographers or videographers may attend:

- Shows
- Festivals
- Examinations
- Open Days
- Promotional events

These individuals will be authorised by Spirit Academy and expected to follow our safeguarding procedures.

CCTV

Where CCTV operates within academy premises, it is used solely for the purposes of security, safeguarding and the protection of staff, students and visitors.

CCTV footage is managed in accordance with current data protection legislation.

Withdrawal of Consent

Parents may change their photography permissions at any time by contacting the academy.

Please note that it may not always be possible to remove photographs that have already been published in printed materials or historic social media posts, although every reasonable effort will be made where practical.

Our Commitment

We are proud to celebrate our students' achievements while respecting every family's wishes regarding privacy.

Our aim is always to balance celebrating our academy with protecting the safety and wellbeing of every child.