

Photography and Video Policy

Effective Date: 01/11/2024

At County Dance, we may occasionally take photographs and videos of our classes, events, and performances to celebrate achievements, showcase our programs, and promote our services. This policy outlines how we collect, use, and protect these images and videos, as well as how we ensure consent is managed.

1. Purpose

This policy applies to all photography and videography conducted by or on behalf of County Dance. Its purpose is to protect the privacy and safety of our students, particularly children, and to ensure transparency around our use of photos and videos.

2. Consent

- **General Consent:** We obtain permission from students (or from a parent/guardian for those under 18) before capturing or using any photographs or videos for promotional purposes.
- **Opt-Out Options:** Any student or parent/guardian who does not wish for themselves or their child to be photographed or recorded may opt out at any time. Please inform County Dance staff, and we will ensure they are not included in images or videos.
- **Event-Specific Notices:** For larger events, classes, or performances where photography or videography will occur, County Dance may provide advance notice so individuals have the opportunity to opt out if desired.

3. Use of Images and Videos

County Dance may use photos and videos for:

- Marketing materials, such as brochures, posters, and flyers.
- Online content, including our website and social media.
- Newsletters and other communications that celebrate our students and events.

We are committed to ensuring all images and videos are respectful, age-appropriate, and positively represent the County Dance community.

4. Storage and Protection of Images

- **Secure Storage:** Photos and videos are securely stored and only accessed by authorised staff. Images will be kept only as long as necessary for the purposes for which they were captured.

- Privacy Protection: We handle all images and videos in line with data protection regulations. Upon request, images will be removed from public use and deleted from our systems.

5. External Photographers or Videographers

When we hire external photographers or videographers, we will:

- Inform students and parents/guardians in advance whenever possible.
- Ensure that they comply with County Dance's privacy and safeguarding policies.
- Provide opportunities for individuals to opt out before any photography or videography begins.

6. Sharing and Distribution

County Dance does not share or distribute images of students without permission, except as outlined in this policy, and we never sell images to third parties for commercial purposes.

7. Social Media

While we encourage our community to share positive moments, we kindly ask that:

- Parents, guardians, and students refrain from sharing images of others without permission.
- County Dance reserves the right to request removal of any images or videos that may compromise privacy or safety.

8. Withdrawing Permission

Permission may be withdrawn at any time by contacting County Dance. We will make every effort to stop using any images or videos upon request and remove them from our systems.

9. Contact Us

If you have questions about this policy, wish to withdraw permission, or would like more information, please contact:

County Dance
info@countydance.co.uk