

Photography, Video & Media Policy

Annabel's School of Dance

Effective Date: August 2026

Last Updated: August 2026

1. Purpose of this Policy

Annabel's School of Dance recognises that photographs and videos can be a valuable way of celebrating children's participation, achievements and experiences within dance.

This policy explains how Annabel's School of Dance approaches the taking, storing and use of photographs and video recordings of children participating in our classes, events, performances and other activities.

The safety, dignity and privacy of all children are our priority. Photographs and videos will only be taken and used in accordance with the consent provided by a parent or legal guardian and the purposes explained in this policy.

This policy should be read alongside our **Privacy Policy, Terms & Conditions** and relevant safeguarding procedures.

2. What is covered by this Policy?

This policy applies to photographs and video recordings taken by or on behalf of Annabel's School of Dance during:

- ballet and dance classes;
- workshops;
- performances and showcases;
- parties and events;
- promotional activities;
- school or community activities; and
- other activities organised by Annabel's School of Dance.

Photographs and videos may constitute personal data where an individual child can be identified. We will therefore handle children's images with appropriate care and in accordance with applicable data protection requirements.

3. Parental/Guardian Consent

Where photographs or videos of identifiable children are intended to be used for promotional, marketing or other purposes beyond the immediate activity, we will seek appropriate consent from a parent or legal guardian.

Parents and guardians will be provided with a separate **registration form to confirm media consent**.

Consent is voluntary. **A parent or guardian's decision not to provide media consent will not affect their child's ability to attend classes or participate in activities at Annabel's School of Dance.**

Where possible, parents will be given information about the purposes for which images may be used before providing consent.

4. How Photographs and Videos May Be Used

Where appropriate consent has been provided, photographs and/or videos may be used for purposes including:

- Annabel's School of Dance's website;
- Instagram and Facebook;
- other social media platforms operated by Annabel's School of Dance;
- printed promotional materials, such as flyers, posters, brochures and postcards;
- promotional or advertising materials;
- displays or promotional materials within venues;
- publicity relating to Annabel's School of Dance;
- celebrating children's participation and achievements; and
- local press or other publicity, where specifically covered by the consent provided.

We will only use images for the purposes for which appropriate consent has been obtained.

We will not knowingly use a child's photograph or video in a manner that is inappropriate, degrading, misleading or harmful.

5. Taking Photographs and Videos

Photographs and videos may be taken during classes, performances, workshops and events.

We will take reasonable steps to ensure that photography and filming are carried out in a way that respects children's privacy and dignity.

We will avoid publishing unnecessary personal information alongside photographs or videos. For example, we will not normally publish a child's full name, address, school or other unnecessary identifying information alongside an image.

Where photographs are taken during a class or event, we will make reasonable efforts to ensure that children who do not have appropriate media consent are not included in photographs intended for publication.

6. Individual and Group Photographs

Photographs may be taken of individual children, small groups or larger groups participating in dance activities.

Where a child does not have appropriate consent, we will take reasonable steps to not include that child in photographs or videos intended for publication.

7. Safeguarding

Photography and filming will always be considered in the context of safeguarding.

Annabel's School of Dance will:

- ensure that photography and filming are carried out for legitimate purposes;¹
- not permit photography or filming in changing areas or toilets;
- take reasonable steps to prevent unauthorised photography where appropriate;
- avoid publishing information that could unnecessarily identify or locate a child;
- consider the welfare and individual circumstances of children when deciding whether an image should be used; and
- respond appropriately to any safeguarding concern relating to photography or filming.

Parents and other spectators may be asked to follow specific photography arrangements at performances, events or other activities.

8. Social Media

Where appropriate consent has been provided, photographs and videos may be shared on social media accounts operated by Annabel's School of Dance.

We recognise that once an image has been published on a social media platform, it may be copied, shared or downloaded by other users. While we will take reasonable steps to control our own use of images, we cannot guarantee that third parties will not save or redistribute content once it has been published online.

We will not knowingly tag children by their personal social media accounts or publish unnecessary personal information alongside their image.

9. Withdrawal of Consent

Parents and legal guardians may withdraw their consent for the future use of their child's photographs or videos at any time.

Requests to withdraw consent should be made in writing to:

Email: annabelsschoolofdance@outlook.com

Once a withdrawal request has been received and appropriately verified, Annabel's School of Dance will take reasonable steps to stop using the child's images for future promotional purposes covered by that consent.

Where reasonably practicable, we will remove relevant images from our own website and social media accounts.

However, withdrawal of consent cannot necessarily require the removal of copies that have already been:

- printed and distributed;
 - published by third parties;
 - downloaded, copied or shared by other individuals; or
 - incorporated into materials that cannot reasonably be recalled or removed.
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Withdrawal of consent will not affect the lawfulness of processing that took place before consent was withdrawn.

10. Retention of Photographs and Videos

Photographs and videos will be retained only for as long as reasonably necessary for the purpose for which they were obtained, unless a longer period is required or permitted by law.

Where consent has been withdrawn, we will review the relevant photographs and videos and take reasonable steps to prevent their future use for the purposes covered by the withdrawn consent.

Some photographs or videos may remain in backups or archival systems for a limited period before being overwritten or securely deleted.

11. Professional Photographers and Third Parties

Where Annabel's School of Dance engages a professional photographer, videographer or other third party to take photographs or videos on our behalf, we will take reasonable steps to ensure that they handle children's images appropriately and in accordance with our instructions and applicable data protection requirements.

Where photographs or videos are intended to be supplied to or published by another organisation, we will consider whether additional or specific consent is required.

12. Parents and Visitors Taking Photographs

Parents and visitors may be permitted to take photographs or videos at performances and events, subject to any specific arrangements communicated by Annabel's School of Dance.

Parents and visitors should be respectful of other children and families and should not photograph or film children where permission has not been given.

Parents and visitors should not post photographs or videos containing other children on social media without appropriate permission from their parent or legal guardian.

Annabel's School of Dance may restrict photography or filming at particular activities where this is considered necessary for safeguarding, privacy or other legitimate reasons.

13. Children Who Do Not Have Media Consent

We will make reasonable efforts to identify children for whom media consent has not been provided and to avoid using identifiable images of those children for purposes requiring consent.

However, at busy events or in large group situations, it may not always be possible to guarantee that a child will never appear incidentally in the background of an image.

Where an identifiable image of a child without the appropriate consent is identified as having been published by Annabel's School of Dance, we will review the image and take appropriate action, including removal where reasonably practicable.

14. Data Protection Rights

Photographs and videos may constitute personal data where a child can be identified.

Parents and legal guardians may have rights in relation to personal data processed by Annabel's School of Dance. Further information about these rights and how personal data is handled can be found in our **Privacy Policy**.

Requests concerning photographs or videos, including requests to withdraw consent, should be sent to:

Annabel's School of Dance

Email: annabelsschoolofdance@outlook.com

15. Changes to this Policy

Annabel's School of Dance may update this policy from time to time to reflect changes in our practices, activities or applicable legal requirements.

The most recent version will be made available to parents and, where appropriate, published on our website.

16. Contact

If you have any questions about photography, video recording or the use of children's images, please contact:

Annabel's School of Dance

Email: annabelsschoolofdance@outlook.com

Parents are encouraged to contact us if they have any concerns about the taking or use of photographs or videos involving their child.