Photographs and Images Policy 2027

Original Policy Date: **27th March 2026**
Revision Date: **5th November 2026**
Policy Responsibility: **Sam Gibbs (Principal)**
Updated or reviewed: **Annually**

Version: ***2.0***
Next Scheduled Review: ***November 2027***

PERFORMERS THEATRE COMPANY

SCOPE AND PURPOSE

This policy applies to all staff, freelancers, students, parents/carers, visitors and individuals involved in photography, filming or recording at Performers Theatre Company.

Performance, by its nature, is visual and often requires photographs or recordings of young people to illustrate and celebrate their work. It is essential that such material is captured, used and shared responsibly.

At Performers Theatre Company, the use of photographs and images is closely linked to safeguarding. We recognise our responsibility to protect children and young people from harm, including risks associated with inappropriate photography, filming or sharing.

All photography and recordings will be managed in accordance with our Safeguarding and Child Protection Policy and GDPR and Data Protection Policy.

PHOTOGRAPHY AND FILMING CONSENT

Performers Theatre Company obtains appropriate permissions for the photography and filming of children and young people.

General Photography and Video Consent
Parents/carers provide photography and video permissions through ClassManager when registering their child for regular classes.

These permissions are used to establish whether identifiable photographs or recordings may be used for agreed purposes, including promotional materials, the company website and social media.

Authorised staff must check current permissions before publishing identifiable images or recordings.

Parents/carers may request changes to their preferences by contacting Performers Theatre Company.

Production Filming Consent
Separate filming permission is obtained through the initial audition registration process for theatrical productions.

This permission relates specifically to the filming and intended use of the relevant production, including distribution of recordings to families where this has been explained in the registration arrangements.

Production filming permissions are managed separately from general ClassManager photography and video preferences.

Consent for general promotional photography must not automatically be treated as permission for production filming, or vice versa.

Any restrictions or withdrawal requests will be considered in accordance with applicable data protection law, licensing arrangements and other relevant requirements.

Where full-stage filming makes it impractical to exclude an individual performer, Performers will discuss the available arrangements with the parent/carer before filming takes place.

AUTHORISED USE OF PHOTOGRAPHS AND RECORDINGS

Photographs, videos and recordings may be used for the following authorised purposes:

- Promotional materials, including the company website and social media.
- Marketing and publicity.
- Internal displays and archives.
- Educational activities and rehearsal review.
- Production filming and distribution, where separately authorised.
- Celebration of student achievements and company events.

Images and recordings must only be used for purposes covered by the relevant permissions or another appropriate lawful basis.

Staff must not use photographs or recordings for personal purposes without appropriate authorisation.

EXTERNAL PHOTOGRAPHERS AND VIDEOGRAPHERS

Any external photographer or videographer must be approved by Performers Theatre Company and made aware of this policy.

They must:

- Follow all applicable safeguarding and data protection requirements.
- Only capture and use images for agreed purposes.
- Follow relevant student photography and filming permissions.
- Store photographs and recordings securely.
- Not publish, retain or share images for unrelated purposes without authorisation.
- Follow agreed arrangements for transferring, retaining and deleting material.

Where appropriate, these arrangements will be confirmed in writing.

Safeguarding checks and supervision arrangements will be determined according to the nature of the individual's role and applicable requirements.

PHOTOGRAPHY BY PARENTS, CARERS AND AUDIENCE MEMBERS

Audience members and parents/carers are not permitted to photograph or record performances unless prior permission has been given by Performers Theatre Company.

Where permission is granted:

- Photography or filming must comply with the conditions communicated for the particular event.
- The privacy, dignity and safety of all children and young people must be respected.
- Images featuring other identifiable children must not be shared publicly without appropriate permission.
- Venue restrictions and relevant performance licensing conditions must be followed.
- Photography or filming must not disrupt performances or compromise safety.

Permission may be withdrawn where these requirements are not followed.

SOCIAL MEDIA AND CHILD IDENTIFICATION

The sharing of photographs and recordings on social media must always prioritise the safety, dignity and privacy of children and young people.

Performers Theatre Company will:

- Check relevant permissions before publishing identifiable images.
- Avoid publishing unnecessary personal information.
- Not publish children's full names alongside their images.
- Consider safeguarding concerns before sharing photographs or recordings.
- Respond appropriately to concerns about published material.

Staff must not publish photographs or recordings of students through personal social media accounts without appropriate authorisation.

STORAGE, ACCESS AND RETENTION

All photographs, videos and recordings held by Performers Theatre Company must be stored securely and accessed only by authorised individuals.

Images and recordings will be managed in accordance with the GDPR and Data Protection Policy and its Data Retention and Disposal Schedule.

In particular:

- Identifiable promotional photographs and videos will be reviewed annually to establish whether continued retention is necessary.
- Internal rehearsal recordings will normally be deleted within 12 months of the relevant production or activity unless continued retention is justified.
- Production films will be retained only while there is a lawful, documented purpose, subject to relevant permissions and licensing conditions.
- External photographers and videographers must follow agreed retention and deletion arrangements.
- Material that is no longer required must be securely deleted or disposed of.

COPYRIGHT AND OWNERSHIP

Copyright ownership and permission to use photographs or recordings will be determined by applicable law and any relevant employment, commissioning or licensing agreement.

External photographers and videographers must grant Performers Theatre Company the appropriate rights to use commissioned material for agreed purposes.

Photographs and recordings must not be reproduced, distributed or used beyond the permissions and licensing arrangements that apply to them.

REPORTING CONCERNS

Any concerns regarding inappropriate photography, unauthorised sharing, loss of image files or misuse of photographs and recordings must be reported promptly to the Principal.

Where a concern involves the safety or welfare of a child, the Safeguarding and Child Protection Policy must be followed.

Where an incident involves an actual or suspected personal data breach, the GDPR and Data Protection Policy and its breach reporting procedures must be followed.

Staff must not attempt to conceal an incident or delay reporting while investigating it independently.

MONITORING AND REVIEW

The Principal is responsible for overseeing the implementation of this policy.

The policy will be reviewed annually, or sooner where changes to legislation, safeguarding guidance, technology or organisational activities make this necessary.

Relevant changes will be communicated to staff, freelancers and other individuals involved in photography or filming on behalf of Performers Theatre Company.

RELATED POLICIES AND DOCUMENTS

This policy should be read alongside:

- Safeguarding and Child Protection Policy.
- GDPR and Data Protection Policy.
- Data Retention and Disposal Schedule.
- Production and Rehearsal Policy.
- Staff Code of Conduct.
- Social Media Policy.