



Privacy Policy- with relation to images taken and published by Aspire Dance Academy and its officials (Emma Elliot)

Definitions:

Photos - includes images video footage recorded on cameras, phones or other devices.

Officials – Emma Elliot and any person acting on behalf Aspire Dance Academy.

Children / Child - Encompasses Children under 16, and includes young adults under 18

Parents - Includes legal guardians

Sharing - includes uploading images to any online facility where images can be viewed by others.

Introduction

Aspire Dance Academy takes the welfare, safety and security of its members and officials extremely seriously. In accordance with the Data Protection Act 1998, and The Children Act 2004 & 1989 we are developing a comprehensive policy. This policy is aimed to provide clarity for officials with immediate effect on the use of photographs, and video on club material, including electronic publications.

Aspire Dance Academy wishes to use photos of its members to celebrate success, and promote the school within its own membership, and into the community. This may be via its own website, emails, or social media platforms.

Being an organisation which deals primarily with children and young adults, the school has an extended duty of care towards its members to protect them from harm, abuse, and exploitation.

1. Taking photos & video - Parents & Guardians

While events (presentation day & shows) are 'public' and therefore images can be taken and published freely, we have to consider that by the nature of our activities, photos and video may be attractive to certain less desirable members of the community.

Parents are permitted to take photos of their children for personal use. If photos are shared on social media etc, then parental consent will be assumed if done so by the parent themselves, and it is up to them to put in place appropriate controls on online sharing onwards of the images.

If photos contain images of other children as the primary subjects, then they should gain permission from each parent before sharing online.

Classes are not public events, and therefore cannot be shared in the same way.

Guidance - The subjects of the photo / video should be aware that they are being photographed. On no account should photos video be published if considered intrusive, indecent, or otherwise of activities normally considered private. Out of courtesy, the child subjects should give their consent even if they are children before images / video is shared.



2. Taking Photos & video - School officials

We currently request consent from parents / guardians on the membership form for the school to take photos. This will extend to consent to publish photos on our media, such as website, and social media.

Taking Photos

Photos should only be taken with consent from parents. This is normally provided on the membership form, and any exclusions will be notified to school officials.

Sharing Photos

Photos shared online should represent the success and achievements of school members. Photos which may be considered intrusive, indecent, without the subject's knowledge or which are taken of situations normally expected to be private may not be taken or published.

Photos submitted to a school official by a parent or other person must follow the rules below, regardless of whether the photo has been subject to the rules of parents & guardians above.

Children's names must not be used alongside photos in a way that could identify them. For example, if the child is named, avoid using his or her photograph. If the photograph is used, avoid naming the child.

It is the responsibility of the publishing official to ensure that permission has been obtained. Where a photo from an event includes other children in the background, this may be published without further consent being required from those in the background, subject to all other guidelines on photo composition.

If children are 'opted out' of the schools permission to share images, then their image must not be shared online without effective steps to mask or disguise their identity.

Complaints

Any parent, or child can email a complaint about a photo to the school official.