



YORKSHIRE BALLET SEMINARS – POLICY on MEDIA ACTIVITIES

Guidelines for taking photographs or film footage of students in class ("Guidelines")

The Guidelines should be followed by all students; parents, guardians or friends of students; all visitors; and the media. All Yorkshire Ballet Seminars ("YBS") faculty and other staff are required to follow the Guidelines in taking any forms of imagery.

General principles

The overall aims of these guidelines are:

- To reduce the opportunities for unscrupulous individuals to gain access to, or information about, students taking part in YBS events;
- To protect students wherever imagery is taken and stored.

The Guidelines will be available at all YBS events and on YBS's website. A notice concerning the taking of photographs and/or film footage will be on display at all YBS events.

Consent

Parents or guardians of students and all students will be asked to sign a form giving consent for photographs and/or film footage to be taken. Students have the right not to give that consent. **No young person will be excluded from an activity should consent not be given.**

General guidelines for taking any imagery:

- All students featured should be in appropriate dance attire.
- The imagery should focus on the activity not on a particular student. As an exception, parents, guardians and friends of a student may photograph or film their student no other students should be in the frame without their permission. Please see Guidelines.

- Where possible images of students should be recorded in groups. Include the dance teacher/workshop leader in the photograph and/or film footage when it is appropriate to do so.
- Imagery taken should be representative, accurate and sensitive to religious and cultural beliefs.
- No member of staff will take photographs on their personal devices.

Use and Publication of Images

The Guidelines apply to publication in print, on websites and on social media

- All imagery taken for YBS intended for publication must be taken in accordance with the Guidelines.
- If imagery is used in publications, avoid naming the young person or use their first name only. YBS will not give details that may lead to a personal identification of a student, unless they are an Alumni and have given prior written consent.
- Personal details such as e-mail address, home address and telephone numbers must never be released.
- Imagery used specifically for publicity material such as leaflets and posters in print or on websites or social media should not be continuously re-used. Images should be used in conjunction with the project they relate to and should be reviewed regularly.
- YBS will not extend this permission to any third party.

Commissioning photography

When commissioning professional photographers or inviting the press to watch a YBS event or activity, YBS will ensure they are clear about the expectations of them in relation to Safeguarding and they will be provided with the Guidelines.

YBS will provide photographers with a clear brief about what is considered appropriate in terms of content and behaviour and aim to seek assurances from the photographer that photographs will not be sold on or made available to any inappropriate organisation or individuals

Photographers will not be left unsupervised when working with students. YBS staff must be present at all times.

Students will be informed when a photographer/videographer is on site and that they are working in a capacity for YBS.

Approved by the Board of Trustees, March 2025

Date of next review, 2026