



Photography and Video Consent Policy

The Actor's Training Academy (hereby referred to as TATA) may take photographs and video recordings during classes, workshops, rehearsals, performances, and events. These images and recordings may be used to celebrate participation, showcase our work, and TATA across digital and printed platforms. We are committed to ensuring that all photography and video use is handled safely, respectfully, and in line with UK GDPR and safeguarding requirements.

How We Use Photography and Video

Images and video recordings may be used for the following purposes:

- Social media platforms (e.g. Instagram, Facebook, TikTok, and others)
- The Actor's Training Academy website
- Promotional and marketing materials (online and printed)
- Internal documentation and safeguarding records where appropriate
- Celebration of workshops, performances, and events
- Sharing with schools or partner organisations, where relevant

We will always use media in a professional and respectful manner and avoid any use that could compromise safeguarding or portray participants inappropriately.

Consent for Under 18s

For participants under the age of 18, consent for photography and video use is collected at the point of registration via the ClassForKids platform. Parents and carers provide consent through the booking and registration process.

Where consent is not provided, we will take reasonable steps to ensure the participant is not included in photography or video intended for promotional or external use.

Consent for Adults (18+)

For participants aged 18 and over, consent is collected directly through TATA registration forms or written consent forms. Adults may choose whether or not their image or video is used for promotional and marketing purposes.

Photography and Video Taken by Staff

Staff members may take photographs and video recordings during sessions, workshops, and events for approved academy purposes.

This may include:

- Internal documentation
- Marketing and promotional use (where consent has been provided via ClassForKids)
- Celebration of participation in academy activities, examination or showcases

All photography and video taken by staff must be carried out in line with this policy, safeguarding guidance, and UK GDPR requirements.

Images and recordings must only be used for professional Academy purposes and must not be used or stored for personal use.

Storage and Use of Media

Photography and video intended for **marketing or promotional purposes** may be stored securely by The Actor's Training Academy for use on approved platforms such as social media, websites, and promotional materials.

This media must be stored in approved, secure systems and accessed only by authorised staff.

Safeguarding Use of Media

Where photography or video is shared with safeguarding personnel or designated welfare leads for review or support purposes, this must be done securely and only where necessary.

Once securely transferred, staff must delete safeguarding-related media from their personal or work devices in a timely manner.

Such media must not be retained locally beyond the purpose for which it was collected or shared.

External Photographers and Videographers

From time to time, TATA may work with external photographers or videographers to capture professional images or footage of workshops, rehearsals, performances, or events.

Where this occurs:

- External professionals will only be engaged where appropriate
- They will be supervised or briefed by academy staff
- They must comply with safeguarding and data protection expectations
- Photography and filming will be carried out in line with consent provided through our registration process or consent forms
- No unsupervised access to participants will be permitted

Where required, appropriate agreements will be in place to ensure media is stored, used, and protected in accordance with UK GDPR.

Sharing With Schools and Partner Organisations

Where sessions are delivered in schools or with partner organisations, images and video may be shared selectively where appropriate.

This may include:

- Reporting or documentation of sessions
- Celebration of participation or achievements
- Operational or safeguarding purposes where relevant

We will only share media where it is necessary, proportionate, and in line with consent provided and the policies of the relevant school or partner organisation.

How We Store and Protect Media

All photographs and video recordings are stored securely and accessed only by authorised staff. We take appropriate technical and organisational measures to protect media from unauthorised access, misuse, loss, or alteration.

Media is retained only for as long as necessary for its intended purpose.

Withdrawing Consent

Parents, carers, and adult participants may withdraw consent for photography and video use at any time. This can be done via ClassForKids or via email: info@tatauk.co.uk

We will take reasonable steps to ensure future use of images stops where consent is withdrawn. However, we may not be able to remove materials that have already been published or distributed.

Safeguarding and Sensitive Use

We will never use photography or video in a way that compromises safeguarding, dignity, or wellbeing.

We will avoid:

- Using images in inappropriate or sensitive contexts
- Sharing media that could identify a participant in a vulnerable situation
- Using content outside of agreed purposes or consent

We are committed to using photography and video in a way that reflects the positive, inclusive, and creative nature of The Actor's Training Academy. Our aim is to celebrate creativity, participation, and achievement while ensuring all individuals feel safe, respected, and represented fairly.

This policy was adopted by: The Actor's Training Academy	Date: 1 st July 2026
To be reviewed: 1 st July 2027	Signed: GWELLFARE