

Photography, Video & Media Policy

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How EMTA manages photographs, video and other student media

Purpose

Photography and filming are an important part of performing-arts training and productions, but identifiable images and recordings are personal information. EMTA will distinguish between recordings needed for teaching/administration and optional public/promotional uses, and will avoid blanket permissions that combine unrelated purposes.

Principles

- Tell students and parents why recording is taking place and how it will be used.
- Use the least intrusive recording that meets the purpose.
- Public/promotional use must follow the permissions recorded for the student.
- Do not publish a student's home address, private contact details, medical information or other unnecessary personal information with an image.
- Where practical, avoid pairing a full name with a public image of a child unless there is a genuine reason and appropriate permission.
- Respect a student who says they are uncomfortable, even where a parent previously agreed, and review the situation appropriately.
- Remove public content from EMTA-controlled channels where permission is withdrawn, where reasonably possible. EMTA cannot guarantee deletion of copies already lawfully shared, downloaded or archived by third parties.

Existing website and social-media content must also be covered. At least annually, EMTA should sample/review live gallery images, embedded videos and older promotional posts featuring identifiable under-18s and check that an appropriate permission record can be located. If permission cannot be evidenced, or if continued publication is no longer fair or appropriate, the content should be removed or replaced.