

Artist and Staff Sharing of Approved Content Policy

This policy outlines the usage by employed staff, freelance artists, MA candidates and any other professionals, of all approved photo and video content shared with them and owned by Central School of Ballet (CSB). It does not cover content owned by other professional photographers/videographers.

It is important to read through the following terms of use before sharing content with others, including its use online and on digital platforms. All photo/video content is under the licencing agreement of the individual photographer/ videographer who owns it. You must abide by their terms of use first and foremost. Where content is captured and owned by Central School of Ballet the following policy protects its use:

In sharing with you content created and owned by Central School of Ballet, CSB grants you use of the photo/video content under the following terms:

- Photo/video content may be used for your **professional use only**. This may include professional social media, websites, portfolios, CV's and any relevant print formats.
 - Any use on social media must be in a professional manner, where the rest of the content posted on that account is deemed appropriate to be associated with the CSB brand. Any content shared with artists/staff should not be shared on any personal accounts or with any contacts unless explicitly for a professional reason.
- All use must be in a professional manner that appropriately represents the school and yourself. Use of content deemed inappropriate by Central School of Ballet will result in your privilege to receive content being revoked. Central School of Ballet reserves the right to choose what content it shares and with whom.
 - If CSB deems that artists/staff are not using the content in a professional manner, or that their profile on social media/digitally is not in line with the CSB brand, then they will be asked to remove all CSB content that they have posted publicly. CSB reserves the right to no longer share content with artists/staff, regardless of their involvement in projects or the creation of content.
- Correct credits must be clearly provided with use on public-facing websites/platforms. This includes photographers, choreographers, designers and any other applicable artists.
- You may not use any content owned by CSB for financial gain, e.g. commercial use in an advert, campaign or through a third party. If you are unsure on whether any usage is allowed, you must contact Central School of Ballet's marketing department to seek permission.
 - The above statement applies to all employed staff, freelance artists and MA candidates (e.g. to promote ticket sales, sell classes etc.)

- Content captured by Central School of Ballet is stored and owned by the school. In sharing this content with you, you are being trusted to ensure it is only given to appropriate parties.
 - For professional artists/freelancers, use of such content should only be in a professional manner to showcase your work. It should clearly link to Central School of Ballet and your work with the organisation.
 - Permanent and freelance staff employed by CSB should not have any contact with current students through social media, unless through the CSB accounts.
 - All permanent and freelance staff should only be interacting with (including tagging) content of ex-students who have completed their degree.
 - When posting content you may credit the current student by their name only, without tagging their account. This is only applicable to Year 3 students.
- You are not permitted to heavily alter the content so that its quality, purpose or intention is redefined. Video content may be used in showreels or social media content so long as the sharing of its music or choreographic content is not subject to copyright. Where granted permission to do so, proper credits must be clearly given.
- CSB encourages artists/staff to share content posted by CSB to raise awareness for the school and profile our work as much as possible. Any content shared with students must not be posted before CSB has shared it to ensure that all content is new when shared on our platforms.
- You agree to abide by all of the above statements when downloading or receiving the photo/video content. Central School of Ballet monitors all usage of its content online and regularly ensures that its brand and identity is being upheld.