

# Central School of Ballet



## ***Photo and Video Consent Policy for Undergraduate Students***

Central School of Ballet (CSB), as an artistic organisation, strongly values digital content for the promotion and marketing of its brand. However, the school also recognises the importance of consent, safeguarding and protection of the students who participate in the creation of such content.

Central School of Ballet students are required to participate in a number of photography and videography shoots as part of their training. When students consent to Central School of Ballet's photography and videography policy, they must read through and agree to the following terms regarding their consent to be photographed or filmed as part of their association with CSB:

### **1. Consent**

- 1.1 Students under the age of 18 will need to have permission from a parent or legal guardian in order to give their consent.
- 1.2 Students have the choice to not participate in the activities outlined below and to not give consent. There will be no negative bias or academic consequences to withholding consent.
  - 1.2.1 Where students do not give consent, they realise that they will be excluded from all marketing, social media and educational purposes of capturing content. This may exclude them from potential opportunities which other students will be able to take part in.
- 1.3 Regardless of a student's consent, CSB is not responsible for any photography/videography captured by other people (anyone that is not directly employed, working with or in a contract with CSB), including students, that may be taken without consent from the individual student.

### **2. Photo/video content owned by Central School of Ballet**

- 2.1 Central School of Ballet may capture photo or video content of students both onsite, at the Countess of Wessex Studios, and off-site when students are performing in a professional capacity or supervised by the school.

2.2 CSB reserves the right to store this content, securely, for as long as is necessary and for archival purposes where applicable.

2.3 All content captured by CSB and shared publicly will be vetted for marketing purposes by the Social Media and Marketing Officer and another relevant member of staff. Content of FD/BA students shared publicly will regularly be reviewed by the Artistic Director to ensure that students are being reflected professionally and to the best of their ability.

2.4 All photo and video content can be used by Central School of Ballet for its own marketing purposes. These include but are not limited to: Central School of Ballet social media accounts; website pages, bulletins, email campaigns, all print including leaflets and posters, documents used both internally and externally and merchandise.

2.5 All photo and video content can be used by Central School of Ballet for external marketing purposes, where it is shared with third parties to promote the school. This may include but is not limited to: newspapers, print or digital advertising companies, magazines, third-party websites, digital advertising agencies, design agencies, other organisations and dance venues.

2.6 Photo and video content may also be used for educational purposes, outside of marketing reasons, in the learning of repertoire, in collaboration with tutors and for student's own development. Where this is the case, the relevant artist or member of staff (including MA candidates) will always clearly specify why they are capturing the content, and will adhere to point 2.7 below.

2.7 Content taken by Central School of Ballet will be captured by external artists, MA candidates and staff with permission to capture content, on school-owned devices and/or digital storage equipment (eg. memory cards) that do not leave CSB's premises unless for specific event purposes such as the Ballet Central tour, or Summer Showcase.

2.8 Content can be captured by external artists and staff, not employed by Central School of Ballet, only when they are given express permission to do so and have a valid reason for capturing said content. These artists must not capture content on their own personal devices and must use equipment or storage devices owned by Central School of Ballet.

2.8.1 External staff who wish to capture content must discuss this first with a relevant member of staff. The purpose and arrangement

of the photography/videography must be communicated with all students involved, if outside of scheduled activities that have not previously been communicated.

2.9 Central School of Ballet will take all steps possible to ensure the correct and appropriate usage of photo and video content, prioritising the interests of the student(s) and the school. However, once content is shared publicly with third parties, or made available online, CSB is not responsible for the re-use or misuse of said content.

2.10 All CSB faculty, MA candidates and external freelance practitioners must adhere to points 2.1 to 2.9 without exception.

### **3. Photo/video content owned by third parties**

3.1 Central School of Ballet regularly employs freelance photographers to capture photo and video content of the students on behalf of the school.

3.1.1 These external photographers/videographers individually stipulate their terms of use and policies, and Central School of Ballet therefore is granted a selection of photos to use for marketing purposes on behalf of the school.

3.1.2 Trusted external photographers/videographers are permitted to use their own devices and storage equipment to store content, in line with the terms of their own policies and within the agreement of their engagement.

3.2 In all circumstances, Central School of Ballet pays the photographer/videographer for these services and reserves the right to choose how this content is used/shared with third parties, including students. There are two exceptions to this:

3.2.1 When students pay the photographer, they enter into a contract specifying the usage of the images purchased and agree to purchase the photos at the photographer's set rate. CSB arranges and pays the photographer for their services initially, and therefore any selected and purchased images also become property of Central School of Ballet and can be used for all internal and external marketing purposes.

3.2.2 Where students pay Central School of Ballet for photos, CSB stipulates the cost and amount of photos to be received by the student. The students still enter into a contract with the photographer on their usage rights and must abide by this licencing agreement.

3.3 Where students are not required to pay for images, CSB reserves the right to choose if/how they share images with the students/third parties. Photos/videos are captured of the students with the primary intention of creating content to market and promote the school. Where content is shared with the students, it is under the control of Central School of Ballet. Students must abide by the usage rights as outlined in the external photographer's licencing agreement and must also follow the usage guidelines as indicated by CSB, which are outlined in [Central School of Ballet's Student Sharing of Approved Content Policy](#).

#### **4. Sharing of content with third parties (including staff)**

4.1 Central School of Ballet uses photo and video content to promote the various courses and activities that take place at The Countess of Wessex Studios and at other venues (Ballet Central tour, Dance Days). Content shared with third parties may be for the promotion of Central School of Ballet. This may be paid advertising or unpaid, such as magazine features or social media support by other organisations such as One Dance UK.

4.2 Where the sharing of content is not for the above purpose, Central School of Ballet reserves the right to share content with third parties involved in the content creation. This includes choreographers, artistic staff, technical staff and other appropriate artists who may benefit from the possession and sharing of said content for employment purposes. Central School of Ballet recognises that once content is shared publicly, it is therefore available online. Content shared with these parties follows the same process as all others outlined above, which is that it will be vetted by the Social Media and Marketing Officer and another key member of staff. The third party with which content is being shared should read and agree to [Central School of Ballet's Artist and Staff Sharing of Approved Content Policy](#).

4.3 Central School of Ballet also reserves the right to share content with current CSB students for their private or public use. The sharing of content must be agreed by the Executive Director or Artistic Director. The usage of this content will be outlined and students found not to be

adhering to these guidelines will have their right to receive content revoked.

- 4.3.1 In specific cases, students are permitted to share content intended for private viewing with friends and family, such as the recording of the Winter Showcase. In these situations, CSB shares the content with students and does not take responsibility for the onward sharing of said content.

## **5. Ballet Central tour**

5.1 Central School of Ballet is responsible for the marketing and promotion of the Ballet Central tour, containing CSB's Year 3 students. As part of the promotion for the tour the following sharing of content takes place:

- 5.1.1 Individual headshots of students and other repertoire/promotional images will be shared with an external PR company. This external PR company will then share said content with newspapers, magazines and other press outlets who may publish said images in their digital or print publications.
- 5.1.2 Rehearsal and repertoire images (whether staged or unstaged), as well as individual headshots of students, are shared with a design agency for the creation of various print items, including the Ballet Central programme.
- 5.1.3 Photo and video content containing the Ballet Central company dancers is shared on CSB's websites, social media accounts and where applicable with other third parties, as outlined above, such as freelance artists, promotional outlets and tour venues.
- 5.1.4 Central School of Ballet will ultimately decide what content it shares, in line with all other procedures, and reserves the right to select what content is shared with students for their own personal professional use.

5.2 Students adhere to the principles outlined in Central School of Ballet's [Email and Social Media – A Student Guide](#) regarding their personal use of social media and content taken whilst enrolled as a student at CSB. Year 3 students should also refer to the [Ballet Central Agreement 2024 – 2025](#) for further information on their use of social media content in relation to the Ballet Central tour.

## 6. Safeguarding and GDPR

- 6.1 Students give consent through this agreement to be photographed/filmed for the sole purpose of promoting/working with Central School of Ballet. All content captured should align with **CSB's Safeguarding Policy** and should serve the purpose of promoting and showcasing the school and student experience.
- 6.2 Images and video that contain only one student can be shared with that student and with no other third party/student unless for marketing purposes, including the Ballet Central tour. For example, audition images, headshots and individual images taken by CSB cannot be shared with third parties such as staff, other students or other external artists. They could, however, be shared with a news outlet for a student feature.
- 6.3 Written consent must be given through the completion of this agreement, to allow CSB to use images of students. Only Year 3 students will be credited, with their full name, as the dancer in photo/video content posted online. Year 1 and 2 students can be credited by name only where there is no image to identify them. Students personal accounts will not be tagged until they are a graduate of Central School of Ballet or have discontinued their studies at CSB.
- 6.4 Students reserve the right to withdraw this consent should they no longer wish to be featured in CSB's photo and video content. They will no longer be photographed/filmed by CSB or by external professionals.
- 6.4.1 Where students withdraw consent, Central School of Ballet will take all steps necessary to remove images/videos of the student from its online platforms.
  - 6.4.2 CSB cannot accept responsibility for photo/video content shared with third parties, and whether they choose to honour this withdrawal of consent.
  - 6.4.3 Students can withdraw consent at any time, even after their graduation, and Central School of Ballet will endeavour to remove content, where possible, from all its publications and platforms. There are circumstances where this will not be possible, for example if consent is withdrawn in the middle of the Ballet Central tour. Central School of Ballet will not be able to honour withdrawal if it results in any financial loss. This

includes the loss of considerable working hours by any member of staff.

6.5 This consent form applies to all photo/video content taken within the academic year of which it is signed. The student therefore grants CSB use of such content indefinitely, unless a written request is sent for their consent to be revoked.

## **7. Transferral of consent**

7.1 By signing this form, students understand that they are giving Central School of Ballet consent to be photographed and videoed by the school, and by any external professionals hired by the school for specific marketing and educational purposes. CSB therefore reserves the right to transfer student's consent in line with the terms outlined in this policy.