

Student Sharing of Approved Content Policy

This policy outlines the usage by students of all approved photo and video content shared with them and owned by Central School of Ballet (Central). It does not cover content owned by other professional photographers/videographers.

All photo/video content owned by other professional photographers/videographers is subject to the photographer's individual licensing agreement. You must abide by their terms of use first and foremost. However, such content is also covered by everything outlined in the policy below.

It is important to read through the following terms of use before sharing content with others, including its use online and on digital platforms. Where content is shared with you 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 **personal use**, including personal social media, websites, portfolios, CV's and any personal print formats, unless otherwise stated.
- All use must be in a professional manner that appropriately represents the school and yourself as a student. 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.
- Correct credits must be clearly provided with any use on public-facing websites/platforms. This includes photographers, choreographers, designers and any other applicable artists.
- You may not use any content owned by Central 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 current and ex-students (e.g. use in an advert, or with a social media account)
- 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.
- Central encourages students to share content posted by Central's social media accounts to raise awareness for the school and profile our work as much as possible.

Any content shared with students must not be posted before Central has shared it to ensure that all content is new when shared on our platforms.

- The only exception to this is photoshoots where students own their images, e.g. audition photoshoot. In this instance the student can post their images whenever they want.
- 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 regularly to ensure that its brand and identity is being upheld.

Last reviewed by Marketing and Social Media Officer: August 2025

Next review: August 2026