



POLICY FOR THE SAFE USE OF IMAGES & FILM IN SOCIAL MEDIA & PUBLICITY MATERIAL

Reviewed: January 2019

Next review due: January 2020

Statement of Responsibility

At King Stage Learning Centre, we undertake to use digital images and film in a responsible and appropriate way in King Stage publicity materials, including social media sites.

We respect students' rights of privacy (and the rights of parents/guardians of U18s) and we are aware of potential safe-guarding and child protection issues. King Stage therefore makes every reasonable effort to minimise risk by following the guidelines detailed in this policy and by obtaining the students' consent (and for U18s, parental consent) for the use of images and film.

Images (photographs) and film of people studying/working at King Stage brings real-life interest to publicity materials and social media sites, promoting King Stage and its activities.

Making use of images/film for publicity materials and to promote King Stage in the media

- provides a snapshot of life at King Stage for future students, their families and agent partners
- increases student motivation by creating and cementing connections between students
- helps former students continue enjoying being part of King Stage community

also enjoys student-generated positive publicity, in the form of images and film.

Policy

This policy applies to the use of images/film in King Stage publicity materials, on its website, on the King Stage's pages on social media sites, and in the press. The implementation of this policy is the responsibility of all staff.

King Stage will:

- ensure that images/film are stored on a secure network to which members of the public have no access
- ensure that images/film are only used by those authorised to do so
- obtain parental/guardian consent for the use of images/film of U18s (Parental/Guardian Consent Form) however we do not offer teaching to under 18 students.
- clearly describe how images/film may be used (King Stage Terms and Conditions)
- obtain the consent of staff (Staff Handbook)
- remind students of appropriate use of images/film

Safe-guarding and child protection

King Stage Learning Centre has developed this policy to make every effort to minimise risk, when individual students can be identified in images/film.

In the event of the inappropriate use of images/film of any U18s, the Safe-guarding Officer will inform the relevant authorities.



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Data Protection Act 2018 (GDPR)

Images and film of students and staff are classed as personal data under the terms of the Data Protection Act 2018 (GDPR 2018). Therefore, using such images for King Stage publicity purposes requires the consent of either the individual concerned.

King Stage will not display images/film of students or staff on websites, social media, in publications or in a public place without such consent. The definition of a public place includes areas where visitors of King Stage have access.

Where images are taken at an event attended by large crowds, this is regarded as a public area so it is not necessary to get permission of everyone in a crowd shot. The Data Protection Act does not apply to images or film taken for personal use by family and friends.