

# Photography, Filming & Participation Policy

*Hertsmere Academy of Dance & Performing Arts*

---

## Collection of Consent

Hertsmere Academy of Dance & Performing Arts collects photography and video consent from parents/carers at the point of enrolment.

Consent is obtained:

- on the **Emergency & Enrolment Form**, completed and signed by the parent/carer on the student's first day, and
- subsequently on **event-specific forms** for performances, shows, examinations, workshops, competitions and external events where filming or photography may take place.

This ensures consent is informed, recorded and appropriate to the activities being undertaken.

Copies of completed forms are retained in line with our data protection and safeguarding procedures.

---

## Consent & Industry Practice

As a performing arts school, photography and video recording form an essential and unavoidable part of training, assessment, performance, safeguarding and professional development.

By enrolling at **Hertsmere Academy of Dance & Performing Arts**, parents/carers consent to photographs and video recordings being taken of their child during:

- classes and rehearsals
- performances, shows and presentations
- examinations and assessments
- workshops, festivals, competitions and events
- educational, promotional and marketing purposes (including website, social media, brochures and flyers)
- show DVDs, digital recordings and archival records

This reflects standard practice across the dance and performing arts sector.

---

## Withdrawal of Consent

Consent may be withdrawn at any time by written request.

Withdrawal of consent will apply **from the date of the request onward** and does not affect the lawfulness of images or recordings created, distributed or published prior to withdrawal.

Due to the nature of printed materials, distributed DVDs, programmes, archival records and historic social media content, it may not be possible to remove all past images. Any removal requests will be handled in a reasonable and proportionate manner in line with UK GDPR and Information Commissioner's Office (ICO) guidance.

---

## Historic Images, Printed Materials & Recordings

Hertsmere Academy of Dance & Performing Arts retains photographs and video recordings for legitimate educational, business and archival purposes.

Images and recordings created and used with valid consent at the time will not be retrospectively removed where removal would be unreasonable, impractical or disproportionate.

This includes, but is not limited to:

- printed flyers, posters and brochures already produced or distributed
- show DVDs or digital recordings sold or shared
- programmes and publicity materials
- archived photographs and historical records
- historic social media content published

---

## Impact of Withdrawal on Participation

Due to the practical, educational and safeguarding requirements of a performing arts school, withdrawal of consent will limit a student's ability to participate in certain activities.

Where consent is withdrawn, the student will only be able to take part in regular classes **where filming or photography is not required** and will not be able to participate in:

- performances, shows or presentations (which are routinely filmed)
- events, festivals or competitions held in public or shared spaces where filming or photography may occur
- examinations or assessments that require filming and submission to an external examining body
- any activity where filming or photography is an unavoidable or integral part of participation

---

## Use of Filming Within Classes

In some classes, photographs or video recordings may be used as an educational tool to support student progress, technique and development, or where it is deemed necessary for student safety.

This includes, but is not limited to, disciplines such as **Acrobatics**, where visual feedback is used as a learning aid to support safe practice, correct alignment and injury prevention.

Where filming or photography is essential for learning, progress tracking or safeguarding, participation in those activities may not be possible without consent.

---

## Examinations & External Bodies

Many dance and performing arts examinations require filmed evidence to be submitted to an external examining body as part of the assessment process.

Without consent for filming, it is not possible for a student to enter or complete these examinations. Hertsmere Academy of Dance & Performing Arts cannot alter or override the requirements of external examining bodies.

---

## Single Consent Approach

Due to the integrated nature of training, assessment, performance and safeguarding within a performing arts school, Hertsmere Academy of Dance & Performing Arts operates a **single consent approach** for photography and video recording.

Consent is granted **as a whole** and cannot be selectively applied to individual activities (for example, consenting to photographs but not filming, consenting to class filming but not performance filming, or consenting to exam filming but not other recorded activities).

Allowing partial or selective consent would create significant safeguarding, fairness and operational challenges and cannot be accommodated within group classes, performances, examinations or public events.

Parents/carers are therefore asked to either:

- provide consent for photography and video recording in line with this policy, or
- withdraw consent in full, acknowledging the resulting limitations on participation as outlined above.

This approach ensures clarity, fairness to all students, and the safe and practical operation of the school.

## Safeguarding, Fairness & Practical Operation

These measures ensure:

- safeguarding of all students
- fairness to other participants
- compliance with examination, venue and event regulations

- realistic and safe operation of classes, performances and assessments

The school cannot guarantee exclusion from filming or photography in group, performance or public settings.