



Production Shots and Video Usage Policy

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1.0 Introduction and Aims

This policy outlines the guidelines and procedures for the use of production shots and video footage across all aspects of the Emil Dale business (EDA). It aims to protect the rights and privacy of our students, members, staff, freelancers and guests, whilst still promoting the educational and marketing goals of EDA.

2.0 Purpose

The purpose of this policy is to ensure that all photography and video recording are conducted and distributed in a manner that respects the rights of individuals, as well as complying with legal and copyright requirements. It also aims to facilitate the appropriate use of these materials for educational, archival, promotional and commercial purposes.

3.0 Scope

This policy applies to all EDA students, members, staff, freelancers and guests at EDA who may be involved in the creation or distribution of production shots and video footage.

4.0 Policy location

This policy is located on EDA's website.

5.0 Policy

5.1 Consent

Upon admission to EDA, consent is obtained from all students and members for them to appear in photography and recording throughout their time enrolled.

Consent is also obtained for all students and members to appear in any published photography or recording in EDA's public domain.

5.1.1 Right to withdraw

Individuals (or their parents/legal guardians if the student or member is under 18) have the right to withdraw their consent to appear in any new footage in EDA's public domain at any time. To do so, they must email the appropriate administration team:

FULL-TIME STUDENTS: info@emildale.co.uk

PART-TIME MEMBERS: part-time@emildale.co.uk

Upon withdrawal of consent, the school will cease further use of the individual's images or footage. However, previously published materials may remain in circulation.

5.2 Usage of images and footage

Images and footage could be used for*:

- a) Educational purposes, including assessments;
- b) Archival purposes, to document and preserve the history of EDA and its productions, assessments and projects;
- c) EDA marketing and promotional materials, including but not limited to:
 - i. Website;
 - ii. Social media;
 - iii. Programmes;
 - iv. Prospectus';
 - v. Advertisements.

**This list is non-exhaustive.*

5.2.1 Requesting images or footage

Any image that has been uploaded to EDA's website or social media can be saved and redistributed by an individual as desired.

EDA are not able to provide copies of images or footage that have not appeared in the public domain to anyone who requests it, unless if they have explicitly stated otherwise.

Should a student or member believe that their request for images or footage is an extenuating circumstance, they must request the images or footage they require in writing to either:

FULL-TIME STUDENTS: info@emidale.co.uk

PART-TIME MEMBERS: part-time@emildale.co.uk

In such cases, EDA will review these requests on a case-by-case basis and will respond to the individual within one month with an outcome to their request. The outcome will be one of the following:

- d) EDA have had the images or footage approved and will send them to the individual;
- e) EDA have had the images or footage approved subject to edits being made (for example, blurring of other people's faces or watermarking the image or footage) and will send them to the individual; or
- f) EDA cannot approve the request and will not send any images or footage.

The decision of EDA is final and cannot be appealed.

5.3 Restrictions

To ensure the safeguarding of our students and members – and any confidential safeguarding cases that may be occurring for an individual – no unauthorised photography or video recording is allowed during classes, rehearsals or performances. The use of personal devices for photography or recording during these activities is strictly prohibited for all staff, freelancers, students, and members, unless expressly permitted by EDA Senior Management.

Additionally to the above, EDA are under the onus of various licensing companies – with differing agreements and restrictions – as to what images and footage can be taken and/or published. If an individual uses a device for photography or recording without the express permission of EDA, they are at risk of breaching the agreed licensing rights, which may result in legal ramifications.

5.4 Credit and attribution

Photographers and videographers will be credited by EDA in any publication of their work*. Relevant staff and freelancers will also be appropriately acknowledged in published images or footage.

EDA request that any distribution of published images or footage use the same accreditations as on the published post.

**This does not include when EDA post headshots of 3rd year students, graduates, staff, or freelance teachers.*

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01	24 th July 2024	July 2025	Eden Tinsey	First issue