

Photography and Filming Policy

The purpose and scope of this policy statement

The Primary Shakespeare Company works with children as part of its activities. These include drama and music workshops in schools and performances in local community venues

The purpose of this policy statement is to:

1. protect children and young people who take part in The Primary Shakespeare Company's events and activities, specifically those where photographs and videos may be taken
2. set out the overarching principles that guide our approach to photographs/videos being taken of children and young people during our events and activities
3. ensure that we operate in line with our values and within the law when creating, using and sharing images of children and young people.

This policy statement applies to all staff, volunteers and other adults associated with The Primary Shakespeare Company, including anyone working on its behalf.

Legal framework

This policy has been drawn up based on legislation, policy and guidance that seeks to protect children in England. Summaries of key legislation and guidance is available on NSPCC Learning.

We believe that:

- children and young people should never experience abuse of any kind
- we have a responsibility to promote the welfare of all children and young people and to take, share and use images of children safely.

We recognise that:

- sharing photographs and films of our activities can help us celebrate the successes and achievements of our children and young people, provide a record of our activities and raise awareness of our organisation
- the welfare of the children and young people taking part in our activities is paramount.
- children, their parents and carers have a right to decide whether their images are taken and how these may be used, regardless of age, disability, gender reassignment, race, religion or belief, sex or sexual orientation
- consent to take images of children is only meaningful when children, their parents and carers understand how the images will be used and stored, and are fully aware of the potential risks associated with the use and distribution of these images
- there are potential risks associated with sharing images of children online

Photographs and videos of children are treated as personal data. Consent is only meaningful when parents, carers and children understand how images will be used, stored, shared and retained, and the potential risks associated with digital sharing.

We will seek to keep children and young people safe by:

- always asking for written consent from their parents or carers before taking

and using a child's image

- always explaining what images will be used for, how they will be stored and what potential risks are associated with sharing images of children
- making it clear that if a parent/carer wants to withdraw consent for an image to be shared, it may not be possible to delete images that have already been shared or published
- changing the names of children whose images are being used in our published material whenever possible (and only using first names if we do need to identify them)
- never publishing personal information about individual children and disguising any identifying information (for example the name of their school or a school uniform with a logo)
- making sure parents and carers understand how images of children will be securely stored and for how long (including how we will control access to the images and their associated information)
- reducing the risk of images being copied and used inappropriately by:
 - only using images of children in appropriate clothing (including safety wear if necessary)
 - using images that positively reflect young people's involvement in the activity.

We will also develop a procedure for reporting the abuse or misuse of images of children as part of our child protection procedures. We will ensure everyone involved in our organisation knows the procedures to follow to keep children safe.

Photography and/or filming for personal use

Our policy is that photos/videos are **not allowed** to be taken during the Festivals by any audience member. We employ a Photographer to take photos during rehearsals. These photos are then sent to the individual school who are then responsible for those images. We remind parent/carers/audience members of this at the beginning of a Festival and ask for all phones/devices to be switched off.

Photography and/or filming for The Primary Shakespeare Company's use

We recognise that our group leaders may use photography and filming as an aid in activities such as music or drama. However, this should only be done with The Primary Shakespeare Company's permission and using our equipment.

Children, young people, parents and carers must be made aware that photography and filming is part of the programme and give written consent.

If we hire a photographer for one of our events, we will seek to keep children and young people safe by:

- providing the photographer with a clear brief about appropriate content and behaviour
- ensuring the photographer wears identification at all times
- informing children, their parents and carers that a photographer will be at the event and ensuring they give written consent to images which feature their child being taken and shared
- not allowing the photographer to have unsupervised access to children

- not allowing the photographer to carry out sessions outside the event or at a child's home
- reporting concerns regarding inappropriate or intrusive photography following our child protection procedures.
- Staff, volunteers and freelancers must not use personal mobile phones, tablets or other personal devices to take photographs or videos of children.

Photography and/or filming for wider use

If people such as local journalists, professional photographers (not hired by The Primary Shakespeare Company) wish to record one of our events and share the images professionally or in the wider world, they should seek permission in advance.

They should provide:

- the name and address of the person using the camera
- the names of children they wish to take images of (if possible)
- the reason for taking the images and/or what the images will be used for
- a signed declaration that the information provided is valid and that the images will only be used for the reasons given.

The Primary Shakespeare Company will verify these details and decide whether to grant permission for photographs/films to be taken. We will seek consent from the children who are the intended subjects of the images and their parents and inform the photographer of anyone who does not give consent.

At the event we will inform children, parents and carers that an external photographer is present and ensure the photographer is easily identifiable, for example by issuing them with a coloured identification badge.

External photographers or media representatives will not be given unsupervised access to children and must comply with the organisation's safeguarding expectations at all times.

If The Primary Shakespeare Company is concerned that someone unknown to us is using their sessions for photography or filming purposes, we will ask them to leave and (depending on the nature of the concerns) follow our child protection procedures.

If consent to take photographs is not given

If parents and/or carers do not consent to photographs being taken, we will respect their wishes. We will agree in advance how they would like to be identified so the photographer knows not to take pictures of them, and ensure this is done in a way that does not single out the child or make them feel isolated.

We will never exclude a child from an activity because we do not have consent to take their photograph.

Storing images

We will store photographs and videos of children securely, in accordance with our safeguarding policy and data protection law.

We will keep hard copies of images in a locked drawer and electronic images in a protected folder with restricted access.

Images will be retained for **up to 5 years**, after which they will be securely deleted or destroyed, unless there is a lawful reason to retain them.



We will never store images of children on unencrypted portable equipment such as laptops, memory sticks and mobile phones.

The Primary Shakespeare Company does not permit staff and volunteers to using any personal equipment to take photos and recordings of children.

Contact details

Photography and images co-ordinator

Name: Susie Baty

Phone/email: susie@primaryshakespearecompany.org

Senior lead for safeguarding and child protection

Name: Kirsty McCreadie

Phone/email: kirsty@primaryshakespearecompany.org

NSPCC helpline

0808 800 5000

We are committed to reviewing our policy and good practice annually, or sooner if there are changes to legislation, guidance or practice.

This policy was implemented on December 14th 2023

This policy was last reviewed: April 2026

Signed:

Fiona Mallin Robinson

Chair of Trustees