



22 Music Academy Media Policy

Policy on Photography and Videography in Educational Settings:
UK Legal Compliance

1. Introduction

The purpose of this media policy is to provide clear guidance for the use of photography and videography at 22 Music Academy. This policy ensures the safeguarding and privacy of students, staff, and visitors, while enabling the positive promotion of the academy's activities. The policy is designed in accordance with current UK law, including the Data Protection Act 2018 and the UK General Data Protection Regulation (UK GDPR).

2. Scope

This policy applies to all staff, students, visitors, contractors, and third parties involved in taking, storing, sharing, or publishing photographs and videos on behalf of 22 Music Academy, whether on premises or at academy-related events.

3. Legal Framework

- Data Protection Act 2018 & UK GDPR: Photographs and videos that can identify individuals are considered personal data and must be processed lawfully, fairly, and transparently.
- Children Act 1989 & 2004: Emphasises the safeguarding and welfare of children and young people.
- Copyright, Designs and Patents Act 1988: Governs the ownership and use of photographic and video material.



- Human Rights Act 1998: Recognises the right to privacy and family life.

4. Consent

- Written consent must be obtained from parents or guardians for students under 18 before any photography or filming takes place. For students aged 18 and over, their own consent is required.
- Consent forms should specify the intended use (e.g., promotional material, website, social media, press releases) and duration of use.
- Individuals have the right to withdraw consent at any time. The academy will respect and act upon such withdrawals promptly.

5. Safeguarding and Privacy

- Photographs or videos must not be taken in sensitive areas (e.g., toilets, changing rooms).
- Images must not be used or shared in ways that could cause embarrassment, distress, or harm to individuals.
- Group photographs are preferred over individual images to reduce the risk of identification, unless specific consent is given.
- Names and personal details will not be published alongside images unless explicit consent is provided.

6. Storage and Security

- All media must be stored securely, with restricted access to authorised personnel only.
- Media must be deleted or anonymised when no longer required or upon withdrawal of consent.



- Personal devices should not be used to store academy media unless strictly necessary and compliant with academy data security protocols.

7. Use of Media by Third Parties

- External photographers or videographers must be briefed on this policy and supervised while on site.
- Third-party use of images or videos requires separate consent and must be agreed upon in writing.

8. Social Media and Online Publication

- Staff must ensure images or videos are not shared on personal social media accounts.
- Publication on official academy platforms must comply with consent agreements and safeguarding principles.

9. Rights and Responsibilities

- All staff are responsible for enforcing this policy and reporting any breaches to academy management or the Data Protection Officer.
- Students and parents have the right to request access to images or videos featuring them and to request removal where appropriate.

10. Breaches of Policy

Any breach of this policy will be treated seriously and may result in disciplinary action. If a data breach occurs, it must be reported to the Data Protection Officer, and, where required, to the Information Commissioner's Office (ICO).



11. Review

This policy will be reviewed annually or in response to changes in legislation or best practice.

12. Contact

For further information or queries regarding this policy, please contact the 22 Music Academy Data Protection Officer.