

South West Philharmonia & Chorus

Photography, Filming & Media Policy

Policy Version: 1.0

Date Adopted: 17.12.2025

Review Frequency: Annually

Next Review Due: September 2026

Approved by: Senior Leadership Team (SLT)

1. Purpose of the Policy

South West Philharmonia & Chorus (SWPC) values the positive role that photography, filming and media play in:

- Celebrating performances and participation
- Promoting music-making and community engagement
- Documenting events and artistic work

This policy sets out how images, video and audio recordings are captured, used and shared safely, respectfully and lawfully.

2. Scope of the Policy

This policy applies to:

- All SWPC rehearsals, performances and events

- All forms of photography, filming and audio recording
 - Staff, freelancers, volunteers and contractors
 - Participants, parents and carers
 - Audience members and guests
 - Professional media and press
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3. Key Principles

SWPC is committed to ensuring that:

- Individuals are treated with dignity and respect
 - Images and recordings are used appropriately and lawfully
 - Children, young people and vulnerable adults are protected
 - Consent is obtained where required
 - Media activity does not disrupt rehearsals or performances
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4. Consent

Adults (18+)

Consent for photography and filming may be obtained:

- As part of membership or participation sign-up
- Through event-specific consent
- By clear signage at public events

Individuals may withdraw consent for future use at any time.

Children and Young People (Under 18)

- **Written parental or carer consent is required**
- Consent must specify permitted use (e.g. social media, website, print)
- Children must not be named or tagged online
- Images must be appropriate, respectful and non-exploitative

5. Use of Images, Video and Audio

Images, video and audio may be used by SWPC for:

- Promotional and marketing purposes
- Website and social media content
- Printed programmes and materials
- Funding, reporting and documentation
- Archival and historical records

Content will never be used in a way that causes distress, embarrassment or harm.

6. Safeguarding and Welfare

SWPC takes safeguarding seriously in all media activity.

- Images of children will not be used without consent
- Close-up or identifying images of children will be avoided where possible
- No one-to-one photography or filming of children is permitted

- Images will not include personal details such as full names or locations

Any safeguarding concerns must be reported immediately.

7. Professional and Third-Party Media

Professional photographers, videographers and media representatives must:

- Be authorised by SWPC in advance
- Be briefed on safeguarding and conduct expectations
- Comply with this policy at all times
- Provide evidence of appropriate insurance where required

SWPC reserves the right to restrict or stop filming or photography.

8. Audience Photography and Filming

At public events:

- Audience members may be permitted to take photographs or short recordings for personal use only, unless otherwise stated
- Flash photography and disruptive recording are not permitted
- Recording entire performances without permission is prohibited

Clear guidance will be provided at events where restrictions apply.

9. Staff, Volunteer and Participant Photography

Staff, volunteers and participants must:

- Only take images in line with this policy
 - Never share images of under-18s on personal devices or social media
 - Respect requests not to be photographed or filmed
 - Not use images for personal or commercial gain
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10. Storage, Retention and Security

Images, video and audio recordings are personal data and will be:

- Stored securely
 - Accessed only by authorised individuals
 - Retained in line with SWPC's Data Protection Policy
 - Deleted or archived when no longer required
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11. Social Media and Digital Use

All media shared online must:

- Reflect SWPC values and standards
- Comply with GDPR, safeguarding and digital policies
- Be appropriate, respectful and inclusive

Comments or user-generated content that is inappropriate may be removed.

12. Withdrawal of Consent

Individuals may request:

- Removal of future use of images or recordings
- Review of existing content where feasible

Requests should be made in writing and will be handled promptly.

13. Breaches of This Policy

Breaches of this policy may result in:

- Removal of the individual from the activity or event
- Deletion of images or recordings
- Further action under SWPC's Code of Conduct or Safeguarding Policy

Serious breaches may be escalated to external authorities where required.

14. Roles and Responsibilities

Senior Leadership Team (SLT)

- Holds overall accountability for this policy
- Approves media activity where required
- Reviews this policy annually

Management Team

- Implements this policy in day-to-day activity
- Briefs staff, volunteers and contractors

Staff, Volunteers and Contractors

- Comply with this policy at all times
 - Report concerns immediately
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15. Review of the Policy

This policy will be:

- Reviewed annually by the Senior Leadership Team
- Updated in response to changes in legislation or practice