



PHOTOGRAPHIC IMAGES & RECORDINGS, SOCIAL MEDIA AND COMMUNICATION ACCEPTABLE USE POLICY

Introduction

It is important that Echo Youth Theatre members are able to communicate and connect with each other. It is also important for members to celebrate their achievements and have photographs and films of their special moments and share these. Family and friends also want to be able to share their successes. However, it's also important to be aware of child protection and safeguarding issues when people are taking photos or filming at events. The potential for misuse of images can be reduced if company volunteers, our members and parents are aware of the potential risks and dangers and put appropriate measures in place.

Risk Factors

Some of the potential risks of photography and filming at events include:

- children may be identifiable when a photograph is shared with personal information
- direct and indirect risks to children and young people when photographs are shared on websites and in publications with personal information
- inappropriate photographs or recorded images of children
- inappropriate use, adaptation or copying of images.

Policy

This acceptable use policy sets out the terms between EYT and its members and associates under which you may access our website, social media profiles and communicate with one another via online platforms and other devices. This acceptable use policy applies to all members, staff, volunteers and parents/carers of Echo Youth Theatre. Site are listed as but not limited to:

Echo Youth Theatre Website
Echo Youth Theatre Staff Email correspondence
Echo Youth Theatre Social Media Pages including Facebook (comments, rehearsal group pages and messenger) and Instagram.

This policy also covers the taking and subsequent use of images of Echo Youth Theatre members by, or on behalf of, Echo Youth Theatre. This includes images that are going to be used in our publications, websites and on social networking sites.

This policy is also to help children, young people, parents and volunteers to understand how photographs can be shared more safely.

Echo Youth Theatre will follow these principles:

- We will not use young people's names in photograph captions on our website or social media platforms.
- We will obtain written parental permission for a child to be photographed and videoed as part of the young person's membership of Echo Youth Theatre.
- We will obtain the young person's consent prior to taking photographs or video at an event and inform them how the media will be used.
- We will only use images of children in suitable clothing.
- We will not allow members of the press or photographers unsupervised access to children
- We will not approve, use or be responsible for photography or recordings made outside of events organised by Echo Youth Theatre or at a young person's home.

Images and Recording made by Parents or Members

Echo Youth Theatre cannot be responsible for any images or recordings made by our members or parents at our events or activities. However, the following rules apply and are part of our Members Code of Conduct:

- Any recording of licensed material is strictly forbidden and where the company is performing licensed work, it will be made clear that no video recording is permitted.
- Members are not permitted to take photographs, unless they have sought permission from the event organiser.
- Members are not to engage in any photography or recording of other members without the other person's express permission
- Any inappropriate images or recordings made during Echo Youth Theatre events, that breach our own Code of Conduct or which could be deemed unlawful, will be confiscated at the time of the event by the event organiser and appropriate action taken.

Parents, carers and family members supporting Echo Youth theatre events are requested to comply with the principles above.

Members, parents, carers and family members who are permitted to take photographs at Echo Youth Theatre events are not to share any images or recordings on social media without the express permission of one of the company directors.

Seeking Consent

Echo Youth Theatre members will always be consulted about the use of their photograph and told what the picture is going to be used for at the time the photographs or video is taken.

For young people under 16, written parental consent will be obtained to use an image for promotional purposes.

Storing Images Securely

Any images or video recordings of our members taken by, or on behalf of, Echo Youth Theatre will be kept securely.

Images will not be stored on unencrypted portable equipment such as laptops, memory sticks and mobile phones. If unencrypted or mobile devices are used to take the images, the images will be uploaded to a secure storage site promptly and deleted from the device.

Where it is necessary to store photographs to identify children and adults for official purposes, such as identity cards, Echo Youth Theatre will ensure that we comply with the legal requirements under the Data Protection Act for handling personal information.

Echo Youth Theatre will ensure that all images used on our website comply with this policy and the website will be monitored regularly to ensure compliance.

ACCEPTABLE USE POLICY

This acceptable use policy sets out the terms under which our members and associates may access our website, social media profiles and communicate with one another via online platforms and other devices. This acceptable use policy applies to all members, staff, volunteers and parents/carers of Echo Youth Theatre.

Site(s) are listed as but not limited to:

Echo Youth Theatre Website

Echo Youth Theatre Staff Email correspondence

Echo Youth Theatre Social Media Pages including Facebook (comments, rehearsal group pages and messenger) and Instagram.

Prohibited Uses

Our site(s) may only be used for lawful purposes. Our site(s) cannot be used:

- in any way that breaches any applicable local, national or international law or regulation.
- in any way that is unlawful or fraudulent, or has any unlawful or fraudulent purpose or effect.
- for the purpose of harming or attempting to harm minors in any way.
- to send, knowingly receive, upload, download, use or re-use any material which does not comply with our content standards below.
- to transmit, or procure the sending of, any unsolicited or unauthorised advertising or promotional material or any other form of similar solicitation (spam).

- to knowingly transmit any data, send or upload any material that contains viruses, Trojan horses, worms, time-bombs, keystroke loggers, spyware, adware or any other harmful programs or similar computer code designed to adversely affect the operation of any computer software or hardware.

Interactive Services

We may from time to time provide interactive services on our site[s], including, without limitation:

- Chat rooms
- Bulletin boards
- Blogs

Where we do provide any interactive service, we will provide clear information to all users about the kind of service offered, if it is moderated and what form of moderation is used (including whether it is human or technical).

We will do our best to assess any possible risks for users (and in particular, for those aged under 18) from third parties when they use any interactive service provided on our site[s], and we will decide in each case whether it is appropriate to use moderation of the relevant service (including what kind of moderation to use) in the light of those risks.

However, we are under no obligation to oversee, monitor or moderate any interactive service we provide on our site, and we expressly exclude our liability for any loss or damage arising from the use of any interactive service by a user in contravention of our content standards, whether the service is moderated or not.

The use of any of our interactive services by a minor is subject to the consent of their parent or guardian. We advise parents who permit their children to use an interactive service that it is important that they communicate with their children about their safety online, as moderation is not foolproof. Minors who are using any interactive service should be made aware of the potential risks to them.

Where we do moderate an interactive service, we will normally provide you with a means of contacting the moderator, should a concern or difficulty arise.

Content Standards

These content standards apply to any and all material which any user contributes to our site (contributions), and to any interactive services associated with it.

All users must comply with the spirit and the letter of the following standards. The standards apply to each part of any contribution as well as to its whole.

Contributions must:

- Be accurate (where they state facts).

- Be genuinely held (where they state opinions).
- Comply with applicable law in the UK and in any country from which they are posted.

Contributions must not:

- Contain any material which is defamatory of any person.
- Contain any material which is obscene, offensive, hateful or inflammatory.
- Promote sexually explicit material.
- Promote violence.
- Promote discrimination based on race, sex, religion, nationality, disability, sexual orientation or age.
- Infringe any copyright, database right or trade mark of any other person.
- Be likely to deceive any person.
- Be made in breach of any legal duty owed to a third party, such as a contractual duty or a duty of confidence.
- Promote any illegal activity.
- Be threatening, abuse or invade another's privacy, or cause annoyance, inconvenience or needless anxiety.
- Be likely to harass, upset, embarrass, alarm or annoy any other person.
- Be used to impersonate any person, or to misrepresent your identity or affiliation with any person.
- Give the impression that they emanate from us, if this is not the case.
- Advocate, promote or assist any unlawful act such as (by way of example only) copyright infringement or computer misuse.

Suspension and Termination

We will determine, at our discretion, whether there has been a breach of this acceptable use policy through your use of our site[s]. When a breach of this policy has occurred, we may take such action as we deem appropriate.

Failure to comply with this acceptable use policy constitutes a material breach of our code of conduct and may result in our taking all or any of the following actions:

- Immediate, temporary or permanent withdrawal of the right to use our site[s].

- Immediate, temporary or permanent removal of any posting or material uploaded to our site[s].
- Issue of a warning
- Termination of membership or participation in a production
- Legal proceedings for reimbursement of all costs
- Disclosure of such information to law enforcement authorities as we reasonably feel is necessary.

We exclude liability for actions taken in response to breaches of this acceptable use policy. The responses described in this policy are not limited, and we may take any other action we reasonably deem appropriate.

Changes to the acceptable use policy

We may revise this acceptable use policy at any time by amending this document. Updated documents can be found on our website.