

Southold Dance Photography, Video, and Social Media Policy

This photograph, video, and media policy (“the Policy”) is intended to inform students, their parents or their guardians (the parents) on Southold Dance Theater’s (“SDT”) use of images, including photography, video, and social media images. It also covers SDT’s policy regarding the use of cameras and filming equipment both at SDT events and on SDT premises by parents, students, and the media.

- Use of images is necessary for the ordinary running of SDT and in the legitimate interests of SDT and its community. SDT may use images to celebrate the achievements of students, artistic and academic; to promote the work of SDT; and for important administrative purposes such as identification and security.
- Parents who enroll their child at SDT indicate agreement to SDT using images of him or her as set out in the Policy, by signing SDT’s parent contract. If additional consent is required for a specific image, parents will be approached to sign a consent form for that image. If the student is 18 or older, SDT may approach the student instead.
- Any parent who wishes to limit the use of images of his or her student, or wishes to opt out of images of his or her student, should contact the Director of Operations. SDT will respect the parent’s wishes or student’s wishes wherever reasonably possible, and in accordance with the Policy.

Officially Designated Photographer or Videographer

SDT will select and hire an officially designated professional photographer or videographer to take photographs or video of students during SDT classes, SDT rehearsals, or SDT performances that SDT may use for marketing and promotional purposes. Any individual selected by SDT must undergo a criminal background check before being hired by SDT.

- The Nutcracker and Spring Production will be recorded by video/photography professionals hired by SDT. Due to copyrights restrictions, no parent or audience member will be allowed to photograph or record the performance. The official photographer or videographer will take photographs or video only under the direction of SDT.
- Only the official photographer or videographer will have full access to dance production areas and is required to be accompanied when backstage at a SDT performance, and will be prearranged, supervised, and directed by SDT staff.
- SDT uses only professional photographers or videographers with whom SDT has a contractual relationship and SDT retains the copyright of all images.
- Occasionally, photographs or video may be taken by SDT’s staff as needed. SDT will only use appropriate images. All policies regarding professional photographers/videographer apply to staff photographers.

Marketing and Promotional Materials

Unless a student or parent has requested otherwise, SDT may use images of its students to keep the SDT community updated on SDT’s activities, or for marketing or promotional purposes, including:

- on internal displays (including clips of moving images) on digital and conventional notice boards within SDT’s premises;
- in communications with the SDT community (parents, students, staff, board or alumni) including by email, or U.S. mail;
- on SDT’s website and, where appropriate, via SDT’s social media channels, (eg Twitter, Instagram or Facebook). (Such images would not normally be accompanied by the student’s full name without a signed release);

- in SDT's printed marketing materials, press releases, and other external marketing for SDT. Such external advertising would not normally include student's names, and in some circumstances SDT will seek the parent or student's specific consent, depending on the nature of the image or the use.
- Whenever possible, SDT will attempt to notify parents in advance when the media is expected to attend for the purposes of photographs or video of students.
- All staff are given guidance on SDT's policy on taking, and using images of students, and on the importance of ensuring that images of students are made and used responsibly, only for SDT's purposes.
- All dance images of students taken by professional photographers (or staff) are subject to a strict internal approval process, to ensure they meet the required high standard.

Parents' Use of Cameras and Video Equipment, including cell phones

- Parents will be permitted to take photographs or video, during classes, rehearsals, or at SDT performances or events only when designated. Parents may be offered the opportunity to attend a rehearsal or photo call where it will be acceptable for them to take photographs or video of their student in a performance setting, for personal, non-commercial use. Parents will be notified regarding photo opportunities during each enrolled session.
- Parents are permitted to photograph or video their child performing at free public performances such as Art Beat, The Community Foundation Performance Series (at the Chris Wilson Pavilion in Pottowatomie Park), our early Spring performance, and the Summer Intensive performance. Photos should be for personal/non-commercial use only. No flash photography is allowed at any time.
- Parents may be offered the opportunity to buy professional photographs or video of their children taken at performances. This is offered on the agreement that parents will not publish any such images on- or offline.
- Parents are asked not to take photographs of any other student without the prior agreement of that student's parents, except incidentally as part of a group shot.
- Parents are permitted to take group shots or individual shots of their child in common areas and hallways for personal/non-commercial use.
- Parents or volunteers who are backstage in dressing areas may not take photographs or video. Cameras and video equipment, including phones, tablets etc., are strictly forbidden in changing rooms or backstage during productions, or in any other circumstances in which photography or filming may embarrass or upset students, or is otherwise reasonably felt to be inappropriate.

Use of Cameras / Video Equipment, including cell phones, by Students

- Electronic devices are not allowed in restrooms or changing areas, backstage at rehearsals or at performances.
- Photography is not allowed in dressing rooms. No Exceptions! Use of the company dressing room is a privilege. If the above rules are not adhered to, dressing room privileges will be revoked.
- Any cell technology will be allowed in designated areas only such as the 1st and 2nd floor lobby areas.
- Under no circumstances is a student/family permitted to post video content of Southold choreography and/or performances on any social media platform without receiving explicit, prior permission from the Southold administration and/or Artistic Director. Personal photos of you are exempt from this policy.
- Southold does not tolerate bullying of any kind. Do not post or share pictures that are unflattering or may misrepresent a fellow dancer. If you believe you have experienced bullying by staff or a fellow dancer, please bring it to the attention of a SDT board member or appropriate staff.