

## Image policy and opt-in waiver forms for promotional use

- 1) We take photographs of all RADA public productions and exhibitions, rehearsals (where we have permission), fit-ups, film shoots and other events such as fundraisers and playreadings. Sometimes we photograph and film general student life around the buildings. This may also include screenshots of Zoom events or rehearsals where relevant. RADA's new image waivers give you the choice to **opt in** to three separate things:
  - being photographed and filmed for promotional purposes
  - the use of the resulting images and/or footage on RADA channels and materials
  - the use of images and/or footage on third party channels
- 2) The Communications & Marketing team will ask separate permission when:
  - a student appears prominently in an image that features on a cover, poster, or lead image for a marketing campaign, beyond the original usage covered in the opt-in waiver
  - when we are working with a student as the focus of a specific campaign (for example a promotional video)
  - when we would like to send photos to the media (for example the press, bloggers or film-makers)
- 3) The opt-in permissions last throughout the course and for three years after graduation, but you can contact us to remove images if you are not happy with any.
- 4) Waivers are offered to all year groups of all courses: FdA & BA TTSM, PG Dip Costume, BA Acting, MA Theatre Lab and Foundation in Acting.
- 5) We manage our rehearsal, fit-up, production and exhibition photography in-house. We share all of these images with acting and technical students via an emailed link to an online folder 48 hours before we would publish any images on the RADA website, social channels or plasma screens. This gives students the option to ask for any images they are not happy with to be removed from the selection. This applies to both group images and shots of individual students. Photographs will then be shared with external creatives where relevant, such as production directors and designers. They are permitted to share these on their website and social media for professional purposes.
- 6) Students and graduates have the right to request that RADA removes an image of them at any point, where possible, by contacting the Communications & Marketing team at [marketing@rada.ac.uk](mailto:marketing@rada.ac.uk)
- 7) Please note that these permissions are for **promotional** filming and photography. They are not related to any filmed or photographed work in your training curriculum such as short films or filmed stage productions.

## Project specific waiver forms

- 1) If we are capturing images or footage for specific projects, as listed in point 2 above, we will issue a separate waiver form. This will outline the nature of the photography or filming, where it will be used and displayed (e.g. social media, RADA website, print), and whether we plan to share it with any third parties – for example, sending to media or sharing on another organisation's website and social media.