



Video policy

Version	2
Original policy drafted by	Anne Stewart
Revision by	Jo McDonald
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Introduction

Many clients like to have videos from class to be able to practice at home. There are many issues associated with providing videos from class for students to access, including, but not limited to:

- It can become time consuming for teachers to upload videos, and they are not currently paid to do that task
- It takes up class time
- Clients are paying to attend a dance class, but they are not paying to have access to practice videos
- There are intellectual property issues associated with filming choreography and having those available online to possibly be shared
- Some clients have come to expect videos, and it is now also taking up customer service time fielding emails and phone calls about class videos
- Some clients may not wish to be filmed and to have their image shared online.

Purpose

The purpose of this document is to provide clarity and guidance for teachers and clients in relation to capturing and sharing videos from class.

Definitions and Acronyms

Clients	Anyone who participates in Dragonfly Dance activities and events.
Contractors	Anyone engaged on a Contract for Service basis (ie an independent contractor) to deliver services to for
Classes	'Classes' is used to refer to classes, workshops, masterclasses, and rehearsals organised by Dragonfly Dance
Marketing personnel	Anyone engaged by Dragonfly Dance to undertake marketing services
Teacher	Anyone contracted to teach dance activities for Dragonfly Dance.
The studio	Dragonfly Dance studio space
Videos	The term 'video' is used to refer to capturing a still or moving image.

Policy

Purpose of videos of class

Videos from class can be useful for several reasons:

- To help clients remember classwork and practice at home
- To help client review their own dancing and improve
- To help teachers review their own classes and remember things they may have added spontaneously in class

Limitations on videos of class

- Teachers are not required to provide practice videos for clients
- Clients pay to attend a class, and that fee does not include access to practice videos
- Any provision of videos to clients is a bonus and not an entitlement
- It is up to the teacher's discretion whether they choose to video anything from class, and whether to make that publicly available online
- Clients may request videos for practice and self improvement purposes, but they do so at the start of a class so the teacher can allocate time in the class

Capturing videos

- Practice videos will feature primarily the teacher
- Videos may include clients if they wish, especially if the video will be used for self assessment
- Teachers may capture videos to assist in reviewing and remembering classes

Videos (and photos) for marketing

Teachers are required to video (or photograph) something from class at least once a term to contribute to marketing Dragonfly Dance

Consent

- Before filming, a teacher must always check that clients give verbal consent (written consent is already given in the registration form all clients fill out before dancing, but they can verbally withdraw consent at the time of filming)
- Dragonfly Dance recognises the essential right of individuals and is committed to respecting the rights of others regarding their intellectual property and thus does the utmost to comply with Australian copyright law.

Intellectual property

Clients must respect the intellectual property in the videos, which is owned by either the teacher or Dragonfly Dance, which means not sharing the videos without permission.

Sharing videos

- Any recordings from class require consent from individual clients and the teacher before being shared (all class participants sign a disclaimer on our registration form to allow us to share photos and videos, but teachers always need to get verbal consent before filming something that will be shared)
- Videos from class will only be shared in the Dragonfly Dance Facebook group

Relevant legislation

Dragonfly Dance is bound by the Digital Millennium Copyright Act (**DMCA**) and The Copyright Act 1968 (Cth) (**Copyright Act**)

Responsibilities

Directors

- Approve the policy and review annually.
- Consult with contractors and clients as to the relevance of and adherence to the policy and amend the policy as and when required.
- Circulate the policy to contractors and clients and publish the policy in a manner which is accessible to members of the general public.
- Take reasonable steps to ensure the policy is adhered to in all dance activities overseen by Dragonfly Dance, either directly or through delegated authority.
- Monitor changes in copyright & DCMA legislation

Teachers and contractors

- Be aware of the Dragonfly Dance video recording policy
- Adhere to the guidelines and procedure outlined in the policy.
- Communicate the policy to others if required.
- Advise the Directors if the policy requires amendment.

Client consent

- Ensure clients are comfortable with having their image recorded.
- Do not coerce clients into having their image recorded if they do not appear fully comfortable
- Need to ensure anyone in a video that will be in the Facebook group knows it will be shared there and are okay with that. Anyone has the opportunity to step out, and it may potentially be shared on public social media and other digital means (eg website)

Use of class videos

- If taking photo or video recordings of clients, ensure you advise them what the photos/videos will be used for at the time of taking the photo/video (examples of use include teacher class preparation and/or reflection, marketing Dragonfly Dance, sharing in the Dragonfly Dance closed Facebook group for students to practice, for students to view videos for improvement)

Class video purpose

- Where possible, obtain photo and video footage of your classes at least once per term and forward to the nominated marketing personnel for sharing in marketing material
- If videoing for your own personal Professional development use (teacher) then you need to make that clear to the students so they know not to expect it in the FB group.

Clients

- Be aware of the Dragonfly Dance recording in class policy
- Adhere to the guidelines and procedure outlined in the policy.

Client consent

- Advise teacher, contractor, administration if you do not give consent for your image to be used in any marketing campaign. Consent is given in writing in the Dragonfly Dance registration form that all clients sign before dancing in the studio. Consent can be withdrawn verbally at the time of filming, or by email to info@dragonflydance.com.au as soon as practicable after filming
- Understand that once consent is given, if a client changes their mind, Dragonfly Dance reserves the right to leave all existing images visible online and to publish images that have been prepared for publication. Subsequent images will not be posted

Requesting videos

- Respect a teacher's decision not to have class activities filmed
- If requesting a video for practice purposes, ensure you do so at the start of the class so the teacher can allow time.
- Do not ask for something to be filmed at the end of a class
- Do not take your phone out and capture photos or videos without consent of the teacher and other clients who might be captured
- Do not contact customer service requesting practice videos
- Be aware that access to practice videos is a bonus, not an entitlement

Sharing videos

- Do not share videos outside of the Dragonfly Dance closed Facebook group
- If you take a video of class on your own device, do not share it with other clients. If they are not in class, they should not get the class for free, and they can film things the next week if suitable. Sharing with classmates leads to the unsupervised sharing of our videos

Guidelines for marketing personnel

- Gain awareness of any participants who do not give consent prior to acquisition of images
- Ensure that no images published online social media channels feature a recognisable image of a client who has advised that they do not wish to have their image published
- Where possible, acknowledge the person who captured the photo or video

Review

This policy will be reviewed annually by the Dragonfly Dance Studio Owner and amended as appropriate.