

# The AceWay Tennis Academy

## Video and Photography Policy

**Introduction** At Aceway Tennis Academy, we value privacy, safety, and respect for all individuals involved in our programmes. This policy outlines the expectations and rules regarding photography and videography at the Academy, both for our members and visitors. Our goal is to ensure that all images and videos taken within the Academy promote a positive, professional, and respectful environment.

### 1. General Principles

- **Respect for Privacy:** All members, especially minors, have the right to privacy. No photos or videos should be taken of individuals without their express consent, particularly in private areas such as changing rooms or bathrooms.
- **Purpose of Photography and Video:** Images and videos taken within the Academy should only be used for appropriate purposes such as promotion, educational content, or as a personal record of training. Any misuse of content will be dealt with according to the Academy's disciplinary guidelines.

### 2. Photography and Videography by Members

- **Permission:** Members and guests are allowed to take photos and videos during Academy sessions only with prior approval from the coach or event organiser. If any individual expresses discomfort with being filmed or photographed, they should be respected and no images or videos should be taken of them.
- **Non-Disruptive:** Photography and videography should not disrupt the training environment or any ongoing activities. If you are recording for personal use, please ensure it does not interfere with the coaching process or other participants.
- **Minors:** For minors, permission to take photos or videos must be obtained from a parent or legal guardian. Parents/guardians must also ensure that their children understand the expectations of the policy.

### 3. Photography and Videography by Academy Staff

- **Usage for Promotional Purposes:** Coaches and staff may take photos or videos during training sessions, tournaments, and events for promotional or educational purposes. Any images taken may appear on the Academy's website, social media, or other marketing materials. By attending the Academy, members and their families agree to this usage, unless they opt out by notifying the Academy in writing.
- **Informed Consent:** Before any promotional material involving members is published, the Academy will ensure that written consent is obtained, particularly when featuring identifiable children or minors.

### 4. Social Media and Online Sharing

- **Social Media Posting:** Members are encouraged to share their achievements on social media, but we ask that all posts featuring other individuals respect their privacy. Please seek permission before posting photos or videos of other people.
- **Respect for Others:** When sharing content online, please avoid posting anything that could be considered inappropriate, offensive, or disrespectful towards other members or staff.

## 5. Special Events

- **Tournaments and Competitions:** During tournaments, matches, or other public events organised by the Academy, photography and videography may be more permissible, though permission is still required. Spectators and families should refrain from obstructing the view of others while filming or photographing.
- **Professional Media:** For any professional photographers or videographers who wish to cover events at the Academy, prior consent must be sought from the Academy. Special arrangements may be required to ensure that the rights and privacy of participants are respected.

## 6. Use of Drones or Other Equipment

- **Drone Use:** Drones and other aerial photography equipment are strictly prohibited at the Academy unless pre-approved by the Academy. The use of such equipment is subject to safety regulations and may require special permissions.

**7. Violation of Policy** Failure to comply with this policy may result in disciplinary action, including but not limited to removal from Academy events, suspension, or permanent ban from membership. The Academy reserves the right to take appropriate measures if images or videos are deemed inappropriate or misused.

**8. Contact Information** For any queries regarding the Video and Photography Policy, or to request permission for specific photography or videography activities, please contact the Academy's administration at [contact email or phone number].

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**Acknowledgement** By participating in any of Aceway Tennis Academy's activities, you acknowledge that you have read and understood this policy and agree to adhere to its guidelines.

Thank you for your cooperation in maintaining a respectful and professional environment at Aceway Tennis Academy.