

Photography, Recorded Media and Intellectual Property

Policy for Students

Last updated: July 2025

This policy is designed to help you understand how the School uses your image and any photography featuring you, or your work, alongside any recorded material that may feature you or your work produced whilst at BOVTS. It also contains some advice and guidance. **If you choose to opt-out of having your photograph taken during your training, [click here to fill in the form](#). Otherwise, we will proceed on the basis that you are happy to be photographed.**

Photography consent

1.1 The School arranges professional photography of all its public productions, often including off-stage work. When the School undertakes non-production photoshoots or videos for publicity that focuses on you as the main subject, we will ask you to consent for this to be stored and used by the School by filling in a consent form.

1.2 This is not practical for rehearsal or production photography or behind-the-scenes photography at productions or film shoots. Instead, this policy outlines in advance how we will use those images and who to speak to if you need further information.

How School photography is used

2.1 Rehearsal, production and off-stage images are used to promote the School, its courses and to help market productions to attract audiences. This includes both online (e.g. the BOVTS website, social media and digital advertising) and offline (e.g. printed prospectuses, flyers and posters) and may be used both locally and internationally. The School may use this photography many months or even several years after the photoshoot has taken place (see 'after you graduate', below, for more information).

2.2 Educational partners such as UWE Bristol or theatre partners like Bristol Old Vic may use BOVTS-commissioned photography to promote the School and its work.

2.3 The professional photographers the School employs usually own the copyright of these images, and may use them on their own website to promote their services. Sometimes, photography may be used by the wider media to highlight the work of the School.

Your use of School photography

3.1 The School licences these images such that they can be circulated with all BOVTS students and you are free to use them on your own social media, website or Spotlight page, in your portfolio or in exhibitions etc. We ask that the photographer is credited where reasonably possible; this may be by 'tagging' them on social media.

3.2 The School asks that you do not modify or digitally enhance any image that is subsequently released online, without prior agreement of the photographer. All BOVTS photographers are happy to be briefed by students before a shoot on any specific requirements.

3.3 It is unacceptable to digitally alter ('airbrush') a student's body shape or appearance. If you have any questions about what is acceptable, you should discuss such issues with your head of course in the first instance.

Intellectual property

4.1 The School recognises that you are the intellectual property owner of work you produce whilst at BOVTS. As part of your registration with the Theatre School, you sign UWE Bristol's Terms and Conditions, which also recognise your ownership of intellectual property of work you create.

4.2 By using BOVTS facilities and resources, you agree to grant the School the right to use intellectual property created by you during your course, for the purposes of marketing the School, its courses and productions.

4.3 This may be for editorial use (for example in School publicity such as printed prospectuses, on the website, or social media) or for commercial purposes (such as advertising the School's productions or other BOVTS initiatives). The School will endeavour to credit you where possible, but this is not always possible in some marketing collateral.

4.4 Where you participate in a group project, intellectual property may be jointly owned.

Use of your image (for acting students)

5.1 It is an accepted part of being a professional actor that your image will be used in publicity and this may form part of a professional working contract. However, it is important for the School that you feel you have control over your image at this stage of your career.

5.2 Photography is normally collected at one of the dress rehearsals immediately before a show opens. Generally, the marketing team is selective about the style of photos used to promote a show. However, the full deck of images is normally shared with all students working on a particular production, who may add these photos to their own social media.

5.3 Therefore, if you are appearing in a scene that you would feel uncomfortable with being circulated online, it is important that you flag this to School staff in advance - please speak to your course leader and a member of the marketing team.

Information available about you in School marketing

6.1 Much of the School's work is public-facing and the School will publish lists of credits on the website and in printed programmes (freesheets). We include a gallery of all graduating students' headshots on the appropriate pages on our website. On printed freesheets, headshots are typically included for graduating actors and, in the case of the Summer Festival, graduating directors and designers.

6.2 If you provide testimonials etc for marketing use, our policy is generally to caption images with your first name only. The School reserves the right to copy-edit your testimonial to house style guidelines, but will not alter the material substance of what you say.

6.3 When you win an award or undertake a special project etc., we will seek your consent before publishing a news story or social media post about your achievement.

6.4 All graduating students will have a web profile which is publicly accessible. We retain an archive of these on the School website, which is also publicly accessible (see oldvic.ac.uk/production/graduates or oldvic.ac.uk/acting/graduating-actors).

6.5 By providing a headshot, or choosing one in the case of school-organised photoshoots, you are consenting to BOVTS storing your image and publishing it on the website.

6.6 You should bear in mind that monologues, duologues, short films etc are also added to the BOVTV Vimeo page (vimeo.com/user4768865). These are usually password-protected for industry use but are sometimes made publicly accessible – teaching staff can tell you more about retention and storage policies.

6.7 Graduating actors' booklets are normally sent to the School's industry contacts but sometimes to major donors or sponsors. You will sign-off on the information available. If the grad booklet contains personal contact information such as an email or phone number, by signing off on your entry, you are consenting to the publication of this information.

Social media

7.1 The School may follow graduating students on social media platforms such as Instagram – this is to help promote your work and to share your professional success. Many students, particularly in production disciplines, choose to set up a separate social media account for professional reasons.

7.2 On occasion, the School may 'tag' you in posts relating to productions you have worked on; you can restrict access to the School directly through social media, or request the School unfollow you by emailing marketing@oldvic.ac.uk.

Recorded media usage by the School, including film and audio work

8.1 The School may record footage of its theatre productions within appropriate licensing parameters. These are for subsequent teaching use only and are added to a School archive.

8.2 Where a BOVTS theatre production is recorded for commercial digital transmission, you will be made aware of this as part of your course. By participating in the project, you are consenting to the associated digital distribution which may be worldwide and without restriction in time or date. Any concerns should be discussed at any early stage with your course leader.

8.3 Recorded project work may include that professionally edited by the School's recorded media department, or that self-edited by BOVTS students. Where licensing permits, the School is supportive of the onward distribution of such work for self-promotion and publicity which is non-commercial in nature. This typically includes filmed scenes, filmed monologues and radio plays being shared with industry for graduate employability, but may also include graduate entry into competitions, publication on student websites etc.

8.4 In such circumstances, the School seeks to act in the best interests of its graduates and will advise its knowledge on any licensing restrictions but cannot be held responsible for any compensation claims arising from copyright infringements (or similar). Graduates are advised to seek appropriate permission themselves from the licence holder before any such publication or circulation of material.

Contact from members of the public

9.1 It is not unheard of for graduating students to receive 'fan mail' or gifts from members of the public who have watched School productions. These are generally harmless acts of appreciation. The School does, however, have a duty of care to protect you from any unwanted attention. We ask that any contact or invitations from members of the public are flagged to your head of course and Student Support Manager **after you graduate**.

10.1 You should contact the marketing team via alumni@oldvic.ac.uk in the event that you want the School to remove or change your details, including, headshot on the School website.

10.2 Unless advised otherwise, the School reserves the right to use rehearsal, production and off-stage photography in perpetuity and to hold these images within digital and printed archives. **However, the School refreshes its photography regularly and begins taking photos out of circulation for use in marketing materials after three to four years.**

10.3 The School has an understanding with its alumni that we will not release photography or footage of you to the media. We may, however, provide photography for press use via release to an individual's official publicist, agent or other nominated contact, who will take responsibility for onward distribution.

Current students can contact marketing@oldvic.ac.uk to request any change or removal of photography from School systems. Graduates can contact alumni@oldvic.ac.uk to request any change or removal of photography from school systems.

Version	Author	Signed off by	Effective date	Changes
1.0	Matt Carmichael	SMT	01/09/2022	Policy launched.
2.0	Matt Carmichael	Policies working group	01/02/2024	Section 8 added and policy broadened to recognise recorded media usage. Reference to UWE policies incorporated.
3.0	Kate Chaffey	Marketing & Student Recruitment Manager	29/07/2025	Language updated to reflect changes in BOVTS leadership and facilities.