



## **Image Storage and Usage Policy**

**Last updated:** September 2024

### **1. Definitions**

1.1 “School” refers to any school or establishment where iRock band sessions are conducted. Parental image consents obtained by iRock are independent of those held by the School and pertain solely to iRock activities within the School.

1.2 “iRocker” refers to any child enrolled in iRock band sessions.

1.3 “Band Coach” refers to any iRock field staff member, including Band Coaches, Area Managers, Team Leaders, and Cover Staff, who may conduct a band session. References to other iRock staff may include members of the wider support team, such as Marketing, Operations or Sales.

1.4 “Images” refers to both photographs and video recordings.

1.5 “Parents” refers to the parents, guardians, or families responsible for a child or children enrolled in iRock band sessions.

### **2. Purpose of the Image Usage and Storage Policy**

2.1 iRock celebrates the achievements and progress of all iRockers and seeks to share these achievements with their families and the wider community. The primary method for iRock to share images with Parents is through the dedicated iRock online portal, accessible exclusively by Parents, iRock staff, and, in some circumstances, School staff.

2.2 iRock believes that iRockers’ experiences best illustrate the social, cognitive, and musical benefits gained through participation in iRock sessions. Accordingly, iRock seeks to publicise these experiences where permissible.

2.3 Parents are required to provide consent for iRock to capture and distribute images of their child, subject to this policy.

**2.4 Band Memories Consent:** Images of iRockers whose Parents have opted into Band Memories via the iRock online portal may only be distributed for the purposes outlined in Section 4.

**2.5 Marketing Consent:** Images of iRockers whose Parents have opted into Marketing Consent via the iRock online portal may be used for any purposes or channels described in Section 5, subject to obtaining enhanced permissions, where applicable.

### **3. Recording of Images**

#### **3.1 In-School Photography and Filming**

3.1.1 Band Coaches will use designated iRock devices (including but not limited to iPads and iPhones) to record images of iRockers during band sessions for the purpose of sharing these as Band Memories via the iRock online portal.

3.1.2 iRock support staff may also visit Schools to record images of band sessions.

3.1.3 In addition to Band Memories, images taken during in-school sessions may be used for marketing purposes, provided that the Parents of the iRockers have also opted into Marketing Consent on the iRock online portal.

#### **3.2 Professional Photoshoots**

3.2.1 iRock may employ contracted photographers to capture band sessions with the Band Coach present several times per academic year.

3.2.2 Contracted photographers will always be accompanied by an iRock staff member, who will ensure that the photographer receives explicit instructions regarding which children may be photographed, as outlined in Section 3.2.5.

3.2.3 Professional photoshoots are conducted solely for marketing purposes and will not be shared as Band Memories on the iRock online portal.

3.2.4 iRock will endeavour to schedule photoshoots in Schools where all Parents have opted into Marketing Consent.

**3.2.5 Prior to any professional photoshoot, iRock will notify all Parents of any iRockers at the School to seek express consent for their child to be photographed during the session.**

### 3.3 Third-Party Recording of Concerts

3.3.1 Any recording or use of cameras by Parents during iRockers' end-of-term performances ("Concerts") is subject to the Image Consents and agreements held by the School and its Parents. iRock shall not be liable for any images recorded by Parents during Concerts, and any subsequent distribution of such images must comply with the School's individual policies.

3.3.2 Images taken and published by the School are assumed to have been captured in compliance with the School's individual Parent contracts. iRock may re-share these images or videos on social media platforms as deemed appropriate.

## 4. Band Memories (Evidencing Development)

4.1 Images captured by Band Coaches are shared with Parents who have opted into Band Memories by providing their consent via the iRock online portal.

4.2 Parents who do not opt into Band Memories will not receive such images, and their child will not be photographed for this purpose. By opting out, Parents acknowledge that their iRocker may be excluded from photo opportunities during band sessions.

4.3 Band Memories will be shared with Parents of the iRockers in the specific band; therefore, images may be shared with Parents of other iRockers within the same band.

## 5. Marketing Usage

5.1 Images featuring iRockers who have been granted Marketing Consent may be used across various digital and print media, including, but not limited to, the following:

- **Digital Usage:** Various social media platforms, iRock website, e-mail marketing
- **Print Usage:** Flyers, letters, postcards, banners, posters and other promotional materials distributed to Schools or within the wider community.

5.2 No external images published for marketing purposes will include the names of children. However, School names and Band names may be included

alongside images. If iRock intends to include the names of individual iRockers, express consent will be sought from Parents beforehand.

## **6. Storage and Retention of Images**

6.1 Images and videos captured by iRock staff will be transferred to the secure iRock server as soon as possible and permanently deleted from the recording device, and any associated cloud storage, thereafter.

6.2 Images taken by Band Coaches and iRock staff will be stored on the secure iRock server in the following ways:

6.2.1 If consent has been given to Band Memories, images will be stored on the iRock parent portal for up to two years after the conclusion of the subscription. This is because images are taken of multiple children within a band and images containing one child may still be active on another subscriber's account.

6.2.2 If consent has been given for Marketing Usage, images will also be stored on the secure iRock server for one year. During this period, these images may be used for any marketing purposes as outlined in Section 5. After one year, the images will be archived and no longer used for new marketing materials.

6.3 Images taken by professional photographers will be stored for three years. During this period, these images may be used for any marketing purposes as outlined in Section 5. After three years, the images will be archived and no longer used for new marketing materials.

6.4 iRock will make reasonable efforts to comply with changes to parental permissions. However, Parents who provide consent for the use of their child's image understand that, if consent is later withdrawn, iRock may not be able to recover or delete all previously used images.