



Global Learning
Through the Arts

MEDIA TERMS & CONDITIONS



2025
2026

At ISTA, we value the power of storytelling through images, video, and sound. Our use of media captures the vibrant spirit of our events and learning experiences, while ensuring that all participants are protected through clear and responsible media practices. This policy outlines how ISTA collects and uses media, and provides guidance to parents, schools, artists, and participants about consent and appropriate use.

1. ISTA's Media Use and Consent

During ISTA events, our staff and designated representatives may capture:

- Still photographs
- Video footage
- Audio recordings

These materials may be used for:

- Showcasing student work and festival experiences online or in live streams
- Sharing event highlights on ISTA's website and social media platforms
- Promoting ISTA's programmes via email, publications (e.g., SCENE), and newsletters
- Developing learning resources and other educational materials

What we guarantee:

- Students' names and images will not be shared together in any ISTA publication
- Personal data will not be disclosed publicly

Media Consent Declaration (Parents/Adult participants)

By completing the event registration or providing consent, I confirm that I have read and understood ISTA's Media Policy and agree to the terms outlined.

I give permission for ISTA, its employees, and contracted representatives at events to collect and use photographs, video footage, and audio recordings of myself/my child for ISTA's official purposes. This includes, but is not limited to:

- Sharing highlights and outcomes from ISTA events on official digital channels (ISTA website, social media platforms, email newsletters)
- Inclusion in educational and promotional publications such as SCENE, the ISTA blog, and festival resources
- Use in documentation, evaluation, and future marketing of ISTA programmes
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I understand that:

- My child's/the participant's name and image will not appear together in any published ISTA materials
- Personal data will not be disclosed outside of ISTA or its contracted event representatives
- ISTA cannot guarantee or control the use of media once shared with participating schools, but all participants are asked to follow the shared policy to protect student privacy
- This consent does not authorise any other individuals, schools, or photographers to use media for public or promotional purposes
- I waive the right to inspect or approve final versions of media in which I or my child may appear
- I waive any rights to royalties or compensation arising from the use of such materials

2. Host School – Media Guidelines

We welcome host schools to document the festival experience, and ask that you follow the guidelines below to respect the consent and privacy of all participants:

✔ Permitted:

- Capture images/videos of your own students for internal or public use
- Hire a professional photographer for your school's documentation
- Share photos of your own students publicly (e.g., school website, social media)

✘ Not Permitted:

- Share or publish identifiable images/videos of participants from other schools without explicit permission
- Use ISTA-captured media for school marketing without prior approval
- Allow third-party photographers to use event imagery for personal portfolios

If unsure whether an image is appropriate for public use, we advise erring on the side of caution and **not** posting.

3. ISTA Artists – Media Guidelines

ISTA artists play a vital role in our events, and we encourage them to share their experiences online, while adhering to the following:

✔ Artists can:

- Take and post images of the venue, location, cultural experiences, and consenting adults
- Re-share ISTA's official posts (we've already secured consent for what we share)
- Promote their involvement using approved ISTA hashtags and handles

✘ Artists cannot:

- Capture or post identifiable images/videos of students on personal devices or social media
- Use media from events for personal portfolios unless provided by ISTA
- Record or livestream student activity independently

Important: Only designated ISTA representatives are authorised to take photos or video for official use. All artists must respect ISTA's safeguarding practices and data protection obligations.

4. Visiting Schools/Participants – Media Guidelines

We appreciate that educators/students/participants often wish to document and celebrate their experiences.

✓ Visiting schools/participants can:

- Take photos or videos during the festival
- Share media of their own or of their students within their school communities and on school-approved platforms
- Re-post ISTA's social media posts online.

✗ Visiting schools/participants can:

- Share or publish identifiable images/videos of participants from other schools without explicit permission
- Use images provided by ISTA for school marketing or personal portfolios/use without permission

Important: Livestreaming or recording the festival sharing is not required, as host schools will often arrange this for visiting schools and their communities. If you do plan to record the sharing independently, please ensure all necessary privacy considerations are in place.

5. Online events – Media Guidelines

By joining an ISTA online event, participants acknowledge that sessions may be recorded for educational and promotional purposes. Screenshots, video, and audio may be captured by ISTA for use in training, communications, and future event promotion. If you do not wish to appear in any recordings, please notify ISTA prior to the event and ensure your camera and microphone remain switched off. Participation implies consent to this usage.

6. Opt-out indicators



Students and adults who have opted out of photo and video consent will be provided with a lanyard. This ensures photographers and videographers can clearly identify who is not permitted to be captured during the event.

Contact and Questions

Questions about this policy, media use, or consent should be directed to:

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