



Southern Cross Martial Arts

Photo and Video Policy

At Southern Cross Martial Arts, photos and videos are an important part of sharing our club culture, celebrating student progress, communicating with families, promoting events, and helping new families understand what we do.

We also understand the importance of respecting the privacy, safety and preferences of our members and families, especially where children are involved.

This policy applies to Southern Cross Martial Arts, Southern Cross Jiu Jitsu, and any related classes, gradings, camps, tournaments, workshops, events or activities operated or attended by us.

1. Our approach

Southern Cross Martial Arts aims to use photos and videos in a respectful, practical and privacy-conscious way.

Our general approach is:

- we focus on the culture of the club, not the private life of the child;
- we do not use children's full names with photos or videos without specific permission;
- we prefer group, class, instructor-led and activity-based images over images that strongly feature one child;
- we use extra care for website images, advertising, flyers, testimonials and major promotional material;
- families can notify us in writing if they do not want themselves or their child publicly featured.

2. Three levels of photo and video use

Southern Cross Martial Arts uses three practical levels of photo and video use.

Level 1 — General Club Use

This is the usual/default level.

General Club Use may include photos and videos taken during normal club activities, such as classes, gradings, camps, tournaments, workshops, events and training sessions.

These images may be used for:

- ordinary club communication;

- newsletters and emails;
- closed member groups;
- general Facebook and Instagram posts;
- stories and reels showing class atmosphere;
- grading and event updates;
- camp updates;
- instructor training;
- educational purposes;
- internal club records;
- training or attendance records.

At this level, Southern Cross Martial Arts will use reasonable care to avoid over-identifying children. We will not use a child's full name with a photo or video without specific permission.

This level is intended to allow normal club communication and social media while still protecting student privacy.

Level 2 — Feature Use

Feature Use is where a student or member is clearly the main focus of the photo, video or post.

Examples may include:

- Student of the Month;
- award photos;
- grading achievement posts;
- close-up student features;
- spotlight-style posts;
- strong before-and-after style posts;
- posts focused mainly on one child or family.

For Feature Use, Southern Cross Martial Arts will use extra care and may seek direct permission from the adult student, parent or guardian where appropriate.

We will not use a child's full name with a feature photo or video without specific permission.

Level 3 — Promotional Use

Promotional Use is where photos or videos are used for stronger marketing or advertising purposes.

Examples may include:

- website hero images;
- paid advertisements;
- flyers;
- brochures;
- banners;

- major promotional videos;
- testimonials;
- printed marketing material;
- images where a student or family is used as a clear example of the club.

For Promotional Use where a student, child or family is clearly featured, Southern Cross Martial Arts will seek clear permission from the adult student, parent or guardian where practical.

3. Default position

Unless Southern Cross Martial Arts has been notified otherwise in writing, students and members may be included in **Level 1 — General Club Use** photos and videos.

This means Southern Cross Martial Arts may use ordinary class, group, event, grading, camp, story, reel or social media content as part of normal club communication.

This does not mean Southern Cross Martial Arts will use a child's full name, strongly feature a child in advertising, or use a child as the face of a major promotional campaign without extra care or permission.

4. Opting out of public photo or video use

If a parent, guardian, adult student or member does not want themselves or their child to be publicly featured in photos or videos, they must notify Southern Cross Martial Arts in writing.

Southern Cross Martial Arts will record this preference and take reasonable steps to avoid deliberately featuring that person in public photos, videos, website images, social media posts, advertising or promotional material.

Where a student or member has opted out of public photo or video use, they may still appear incidentally in the background of group activities where it is not practical to exclude them, but they should not be deliberately featured.

5. No Public Photo List

Southern Cross Martial Arts may maintain a No Public Photo List for students or members who should not be deliberately featured in public photos or videos.

Staff and instructors should take reasonable steps to avoid deliberately photographing, filming or publicly posting students on the No Public Photo List.

Before posting public photos or videos, staff should use reasonable care to ensure that no person on the No Public Photo List is clearly featured.

6. Names and identifying information

Southern Cross Martial Arts will not use a child's full name together with a photo or video without specific permission.

For children, we will take extra care with names, captions and identifying information.

For ordinary club posts, we may use general wording such as:

- "one of our Junior Dragons";
- "one of our Red Dragons";
- "one of our Youth students";
- "one of our students";
- "congratulations to our new yellow belts";
- "great work from this team today."

Where appropriate, we may use a first name only, but full names of children will not be used without specific permission.

7. Instructors, groups and class atmosphere

Southern Cross Martial Arts may focus photos and videos on instructors, class activities, group training, partner work, pad work, line-ups, games, drills, and general class atmosphere.

Children may appear in the background or as part of group activities.

Where possible, Southern Cross Martial Arts may use angles, cropping, distance, group shots, side views, back views, blurred backgrounds or other methods to reduce over-identification of children.

8. Other Social Media and Blog Posts

Southern Cross Martial Arts may use diagrams, pictograms, cartoons, illustrated images, edited images, symbols, flow charts or other visual tools for educational posts, including Chat on the Mat themes.

These posts may be inspired by real club values, class moments or martial arts lessons, but are not always intended to show a specific student or real event.

This approach may be used to communicate important lessons while reducing the need to feature individual children.

9. Editing tools and artificial intelligence

Southern Cross Martial Arts may use photo editing tools, design tools or artificial intelligence tools to prepare images, videos or graphics for club communication, education or promotional purposes.

These tools may be used to:

- crop images;
- blur backgrounds;
- remove distracting details;
- adjust lighting or image quality;
- add text, logos or graphic overlays;
- create diagrams, pictograms or educational graphics;
- create illustrated, stylised or lightly altered versions of real club moments;
- reduce the identifiability of students or other people in an image.

We may use these tools to improve presentation, protect privacy, reduce identifiability and create clear educational or promotional material.

Southern Cross Martial Arts understands that editing or artificial intelligence tools may reduce identifiability, but they do not guarantee that a person cannot be recognised.

Where we use third-party editing, design or artificial intelligence tools, images may be processed by those third-party services in accordance with their own privacy and data handling terms.

Southern Cross Martial Arts will not knowingly use editing or artificial intelligence tools to misrepresent a student, create embarrassing or inappropriate content, place a student in a false or misleading situation, or use a student's image in a way that is inconsistent with our values.

10. Internet and social media use

When uploading photos or videos to the internet, Southern Cross Martial Arts will use caution and discretion.

We will not knowingly take, keep or publish images that are embarrassing, distasteful, unsafe, inappropriate or inconsistent with the values of Southern Cross Martial Arts.

We will avoid images that may compromise a student's dignity, safety or privacy.

If a parent, guardian or member has concerns about a photo or video that has been posted, they should contact Southern Cross Martial Arts. We will review the concern and take reasonable action where appropriate.

11. Closed groups and private communication

Photos and videos may be used in closed member groups, emails, newsletters or private member communication.

Closed groups and private communication still involve sharing images with other people, so we will continue to use care and discretion.

Members and parents must not copy, download, screenshot, repost or share images from closed groups or private communication without permission.

12. Parent and spectator photography

Parents and spectators may wish to take photos or videos during classes, gradings, camps, tournaments or events.

Parents and spectators must ask permission from the instructor or event organiser before taking photos or videos.

Photography or video may be restricted or not permitted in some classes, activities or events.

Parents and spectators must be respectful of other students and families. Photos or videos that include other children should not be posted online or shared publicly without permission from the other child's parent or guardian.

Southern Cross Martial Arts may ask a person to stop taking photos or videos if it creates a distraction, safety issue, privacy concern or discomfort for students, families or instructors.

13. Respecting boundaries

We prioritise the comfort, safety and wellbeing of our members.

If a student, parent, guardian or member expresses discomfort with having a photo or video taken or shared, we will respect their wishes where reasonably practical.

Students should not be pressured to appear in photos or videos.

14. Updating photo and video preferences

Photo and video preferences can be updated at any time by contacting Southern Cross Martial Arts in writing.

We will take reasonable steps to apply updated preferences to future use.

Please understand that we may not always be able to remove photos or videos that have already been printed, published, shared, distributed or posted before the updated preference was received.

15. Questions or concerns

If you have any questions or concerns about photos or videos, please contact:

Southern Cross Martial Arts

Email: admin@southerncrossgc.com.au