

Child imagery and AI (July 2026)

With reference to this article:

<https://www.bbc.co.uk/news/articles/cd7wj7d0jzzo>

In the light of this report, we are going to make the following changes to our working practices, from July 2026.

- 1) All internal TMO, FDF and GTKY clips/rushes/B-roll **must** be uploaded to a recognised CreaTech device or SD card or hard drive (**owned** by CreaTech) **before the end** of every day
- 2) Whichever member of staff is receiving/uploading these clips **must** insist that footage is **deleted** from student's phones, staff phones and any other device. No device is to be allowed to store any image of a young person/child **whatsoever**.
- 3) **On the Monday of each film week, from 9 am**, two students will be appointed to be **TMO camera ops and editors**. This will then allow student to constantly use devices and upload footage *straightaway* and for there to be no ambiguity about the data transfer process.
- 4) Furthermore, **Technical Directors/Academy Managers/Asst Academy Managers** may use their discretion on whether a student can use their own phone to film the TMO, FDF and/or GTKY – but it **must** be **uploaded** to a CreaTech device/hard drive and then **deleted** right in front of the appointed manager, before the end of that working day.

From summer 2026, we will be distributing finished (edited) films in a different way:

- 1) **Live Premiere** – the film will be placed on the CreaTech website but will be **made private** and can only be viewed with a keycode/password obtained from Chris Bruce. This will apply to films made during the summer 2026 cycle only. All previously made films will have full access to anyone, until this is reviewed later.
- 2) **WhatsApp distribution** – this is where there is no 'live' premiere. The URL of the video (**held securely on Vimeo.com**) is sent out to parents via WhatsApp. The link will remain accessible for **five** days after it being sent out. After that time, the link will become '**private**' and access can only be granted via contact with Chris Bruce (or an appointed interim if unavailable)

Chris Bruce
July 5th, 2026