

Peak District Peak District Survival School Ltd

Media & Content Creation Policy

1. Statement of Intent

At Peak District Survival School Ltd, we believe that sharing knowledge and experiences helps inspire the next generation of outdoor enthusiasts, instructors and conservationists. We actively encourage participants to document and celebrate their learning journey. These Terms are not intended to discourage creativity or storytelling; rather, they exist to protect the privacy, safety, intellectual property and reputation of everyone involved, while ensuring that content created during our activities is shared responsibly, honestly and with respect for others.

2. Safety

2.1 Safety First

The safety and wellbeing of participants, instructors, staff, contractors, volunteers and visitors shall take precedence over all photography, filming and content creation.

No photograph, video or other media is more important than the safe delivery of a Company activity.

2.2 Compliance with Safety Instructions

Participants must comply immediately with all safety instructions, briefings and reasonable directions given by the Company's instructors, employees or authorised representatives.

Participants must not disregard, delay or challenge safety instructions for the purpose of obtaining photographs, video footage or other media.

2.3 Safe Conduct

Participants must not create content in a manner that:

- Places themselves or others at unnecessary risk;
- Encourages unsafe behaviour;
- Compromises established safety procedures;
- Obstructs instructors carrying out their duties;
- Interferes with emergency procedures or emergency response;
- Distracts participants during practical activities;
- Causes unnecessary delay to the delivery of a course or activity; or
- Prevents other participants from fully engaging in or enjoying their experience.

2.4 Staged or Deliberate Risk

Participants must not deliberately create, exaggerate or stage dangerous situations for the purpose of producing photographs, video or social media content.

- This includes, but is not limited to:
- Ignoring safety instructions;
- Entering restricted areas;
- Using equipment without authorisation;
- Undertaking practical activities beyond their level of competence;
- Encouraging others to participate in unsafe behaviour; or
- Creating content designed to give a false impression of risk or danger.

2.5 Operational Authority

The Company's instructors and authorised representatives retain absolute discretion over the safe operation of all activities.

Where a member of staff instructs a participant to stop filming, move location, cease an activity or comply with any operational instruction, that instruction must be followed immediately.

Failure to comply may result in the withdrawal of filming permissions, removal from the activity or termination of participation.

2.6 Suspension of Photography or Filming

The Company reserves the right to prohibit, suspend or restrict photography, filming, audio recording or any other form of media creation at any time where it reasonably considers this necessary to:

- Protect health and safety;
- Safeguard participants;
- Preserve privacy;
- Protect confidential information;
- Maintain the quality of instruction;
- Prevent disruption to activities; or
- Protect the Company's legitimate commercial interests.

2.7 Responsibility for Personal Safety

Participants remain responsible for exercising reasonable care for their own safety whilst creating content.

Participants must ensure that photography or filming does not distract them from maintaining awareness of their surroundings, environmental hazards or the instructions of the Company's staff.

2.8 Reporting Safety Concerns

Participants must promptly report to a member of the Company's staff:

- Any accident or injury;
- Any near miss;

- Unsafe behaviour;
- Damaged equipment;
- Environmental hazards; or
- Any circumstance that may place persons or property at risk.

2.9 Removal for Safety Reasons

Where the Company reasonably believes that a participant's conduct presents a risk to the health, safety or wellbeing of any person, or compromises the safe delivery of an activity, the Company may immediately:

- Require filming or photography to cease;
- Remove the participant from the activity;
- Withdraw any permission previously granted under these Terms; and
- Exclude the participant from future Company activities.

Such action may be taken without compensation where the participant has failed to comply with these Terms or reasonable safety instructions.

3. Respect

3.1 Respect for Privacy and Appropriateness

Participants must respect the privacy of all individuals attending or working at a Company activity.

Participants must not intentionally photograph, film or record:

- Any participant who has requested not to appear in photographs or video;
- Children or vulnerable persons without the prior written consent of a parent or legal guardian and the Company's approval;
- Members of staff, instructors, contractors or volunteers without their knowledge and consent;
- Restricted, private or staff-only areas;
- Personal information or confidential business information.

Where consent has been given, it may be withdrawn at any time, and participants must respect such requests.

3.2 Respect for Others

Participants must treat fellow participants, instructors, employees, contractors, volunteers, visitors and members of the public with courtesy, dignity and respect.

- The Company will not tolerate:
- Bullying or intimidation;
- Harassment;
- Discrimination;

- Abusive, threatening or aggressive behaviour;
- Offensive or inappropriate language;
- Unwanted or intrusive filming or photography; or
- Any conduct that may reasonably cause distress, alarm or discomfort to another person.

3.3 Environmental Responsibility

Participants shall respect the natural environment in which Company activities take place.

Participants must:

- Follow any environmental guidance provided by the Company;
- Respect wildlife, habitats and protected areas;
- Dispose of waste responsibly;
- Avoid unnecessary damage to the natural environment; and
- Comply with any site-specific conservation or land management requirements.

Where instructed, participants shall also observe recognised **Leave No Trace** principles.

4. Brand

4.1 Attribution and Credits

Where the Company requires attribution as a condition of permission, participants shall clearly credit **Peak District Survival School Ltd** in the agreed manner.

Participants must not remove, obscure or alter Company branding, logos or identifying information from published media where such branding forms part of the original content.

Where other participants, instructors or collaborators have requested acknowledgement, reasonable efforts shall be made to provide appropriate credit.

4.2 Honest Representation

Participants are encouraged to share genuine, honest and balanced accounts of their experience with Peak District Survival School Ltd. However, all published content must accurately represent the nature of the activity attended and must not intentionally mislead viewers, readers or other third parties.

4.3 No False Representation of Authority

Participants must not represent or imply that they:

- Own or operate Peak District Survival School Ltd;
- Are employed by the Company;
- Are directors, officers or official representatives of the Company;
- Are authorised spokespersons for the Company;
- Are instructors or trainers employed or appointed by the Company;
- Have authority to make statements or commitments on behalf of the Company; or

- Have any formal commercial relationship with the Company beyond that expressly agreed in writing.

Attendance at a Company activity, whether paid or complimentary, does not create any employment, agency, partnership, sponsorship, endorsement or ambassador relationship.

4.4 No Misrepresentation of Courses or Activities

Participants must not publish or distribute content in a manner that falsely suggests they:

- Organised, hosted or delivered a Company course or activity;
- Designed, developed or authored the course curriculum;
- Created the Company's teaching methods or demonstrations;
- Own or control the venue or training facilities;
- Directed, supervised or instructed other participants; or
- Were responsible for the planning, management or delivery of the activity.

Where media is created during a Company activity, participants must not present that experience as their own independently created course, event or training programme.

4.5 Attribution of Content

Where permission has been granted to publish media captured during a Company activity, participants must not present the content as though it were created independently of Peak District Survival School Ltd.

Where appropriate, and where required by the Company as a condition of granting permission, published content shall acknowledge that it was created during a Peak District Survival School Ltd course, event or activity and under the instruction, supervision or facilitation of the Company's personnel.

Where specified by the Company, participants shall also provide appropriate attribution by tagging or identifying Peak District Survival School Ltd using its official social media account(s), business name or other attribution method as directed. Such attribution must be clear, accurate and must not be removed or obscured where it forms part of the agreed conditions of publication.

4.6 No False Claims of Ownership

Participants must not claim ownership of, or exclusive rights to:

- Company activities;
- Company branding;
- Company-created media;
- Course names;
- Training programmes;
- Marketing materials;
- Company facilities; or
- Any other proprietary content belonging to Peak District Survival School Ltd.

Nothing within these Terms prevents participants from accurately describing their own personal experiences or sharing skills legitimately acquired through training.

4.7 Misleading Editing and Presentation

Participants must not deliberately edit, manipulate, caption or publish media in a way that:

- Creates a false impression of events;
- Misrepresents the conduct of instructors, staff or participants;
- Suggests unsafe practices where none existed;
- Omits material facts in a manner likely to mislead viewers;
- Fabricates conversations or scenarios; or
- Is reasonably likely to damage the reputation of the Company through deceptive or misleading presentation.

Reasonable editing for clarity, length, style or entertainment is permitted, provided it does not materially alter the truth of the events portrayed.

4.8 Reputation of the Company

Participants shall not knowingly publish content that is false, defamatory, malicious or intentionally misleading regarding Peak District Survival School Ltd, its directors, employees, instructors, contractors, volunteers, customers or commercial partners.

Nothing in these Terms prevents participants from expressing honestly held opinions or providing fair, balanced and genuine reviews based upon their own experience.

4.9 Company Right to Request Clarification or Removal

Where the Company reasonably believes that published content:

- Breaches these Terms;
- Misrepresents the Company's activities;
- Infringes intellectual property rights;
- Compromises participant privacy;
- Creates a safety concern;
- Is materially misleading; or
- Is likely to cause significant reputational harm,

the Company may request that the participant:

- Remove the content;
- Amend or correct the content;
- Add an appropriate clarification or attribution; or
- Cease further publication or distribution.

Participants agree to comply with such requests within a reasonable period where the request is made in accordance with these Terms.

4.10 Continuing Obligations

The obligations contained within this Section shall continue to apply after completion of the course or activity and shall survive the termination of any commercial collaboration or other relationship between the participant and Peak District Survival School Ltd.

5. Commercial

5.1 Personal and Non-Commercial Use

Unless otherwise agreed in writing, any permission granted by the Company to create or publish media is for personal, editorial or social media purposes only and does not include any right to commercially exploit the Company's activities, branding, facilities or intellectual property.

5.2 Commercial Use

Participants must not, without the Company's prior written consent:

- Sell, assign, licence or otherwise commercially exploit media captured during a Company activity;
- Supply media to third parties for commercial use;
- Use media to advertise or promote products, services or businesses unrelated to the Company;
- Use Company activities or branding in paid advertising campaigns;
- Create paid or subscription-based content that substantially features Company activities;
- Produce or distribute commercial training materials using media captured during a Company activity;
- Submit media to stock photography or stock footage libraries where the Company, its branding, facilities or proprietary content are identifiable; or
- Permit any third party to use such media for commercial purposes.

5.3 Commercial Recording

Unless expressly authorised in writing, participants may not create media on behalf of:

- Another business;
- A commercial organisation;
- A publisher;
- A broadcaster;
- A production company;
- A training provider;
- A commercial client; or
- Any third party intending to use the content for commercial purposes.

Where commercial filming is approved, additional licence terms or commercial agreements may apply.

5.4 Permission to Publish

Where the Company grants permission for media to be created or published, such permission:

- Is personal to the participant;
- Is non-transferable;
- Does not create any ownership or commercial rights over the Company's activities;
- May be subject to additional conditions; and

May be withdrawn where these Terms are breached.

5.5 Commercial Exploitation of Company Content

Without the Company's prior written consent, participants must not use media captured during a Company activity to:

- Produce or promote competing commercial training products;
- Create subscription-based educational platforms;
- Produce paid online courses or tutorials that substantially reproduce the Company's course experience;
- License or sell footage featuring Company branding or proprietary content;
- Supply media for stock footage libraries where the Company's branding or proprietary content is identifiable;
- Use Company content within advertising campaigns for third parties; or
- Incorporate Company media or proprietary course content into artificial intelligence training datasets, machine learning systems or automated content-generation platforms.

Approval for any such use shall be entirely at the Company's discretion and may be subject to a separate written licensing agreement and payment of an agreed licensing fee.

5.6 Commercial Collaborations

Participants who wish to create content as part of a commercial collaboration, sponsorship, advertising campaign, brand partnership or paid promotion involving Peak District Survival School Ltd or media captured during a Company activity must obtain the Company's prior written approval before recording or publishing such content.

The Company reserves the right to approve, decline or impose reasonable conditions upon any such request.

5.7 Commercial Licensing

Where the Company agrees to commercial use of media captured during a Company activity, such permission may be subject to:

- A separate written licence agreement – (*See Appendix A*);
- Restrictions on the scope or duration of use;
- Attribution requirements;

- Conditions relating to branding or editorial presentation; and
- Payment of an agreed commercial licence fee.

No commercial rights shall arise unless confirmed by the Company in writing.

5.8 Artificial Intelligence and Machine Learning

Participants must not use, upload, licence or otherwise provide any media captured during a Company activity for the purpose of training, developing or improving artificial intelligence, machine learning models, automated content generation systems or similar technologies where the Company's branding, proprietary content, instructors, facilities or identifiable course delivery are featured, unless expressly authorised in writing by the Company.

5.9 Third-Party Requests

Where a participant receives an enquiry from a broadcaster, publisher, production company, corporate client, media organisation or any other third party wishing to acquire, licence or commercially use media captured during a Company activity, the participant shall refer the enquiry to the Company before entering into any agreement relating to such media.

5.10 No Implied Commercial Rights

Attendance at a Company activity, whether as a paying customer, invited guest or content creator, does not grant any right to commercially exploit the Company's name, branding, facilities, activities, course content or intellectual property.

Any commercial rights must be expressly granted by the Company in writing and shall be limited to the terms of that agreement.

5.11 Recovery of Commercial Benefit

Where a participant commercially exploits media in breach of these Terms, the Company reserves the right to seek all remedies available at law, including injunctive relief, damages, an account of profits, recovery of reasonable legal and enforcement costs, and any other appropriate remedy.

Nothing in this clause limits the Company's right to require the immediate cessation of unauthorised commercial use or the removal of infringing content.

6. Support

6.1 Who to Contact

If you have any questions or concerns about media usage, please contact us in advance at **[Your Business Contact Information]**