

Dear Parent/Carer,

We regularly use photographs to show how our pupils and the school as a whole develop. Images can also help us illustrate and communicate with parents about upcoming events and can help advertise and market the school to prospective parents and pupils.

We are also aware that parents and pupils really enjoy being able to see their images and would like to give all pupils this opportunity.

There are a number of instances when the school may take photos of your child, specifically:-

- . We publish photos on the school's website to promote the school to current and prospective parents as well as providing updates on current events;
- . We publish photos on our social media accounts such as Facebook and Twitter, to provide updates on events and news within the school.
- . From time to time we put videos on you tube which can be seen by subscribers to our channel;
- . Within our newsletters we may provide photos of recent events or achievements from our pupils;
- . In order to promote the school or events, we send out prospectuses, flyers, leaflets, school magazine and brochures which contain images to show life at the school;
- . We may also use banners and signs which may contain photographic images
- . We may be visited by the media who will take photographs or film footage of events. Pupils will sometimes appear in these images, in televised news programmes or on social media sites;
- . We publish photos in and around school to illustrate current pupils and their school life and images of recent trips and events. These can be seen by parents and visitors within the school;
- . We may publish photos for promotional materials to show the history and character of the school to future generations.

We follow guidance as set by data protection legislation (mainly the General Data Protection Regulation) as well as guidance set by the Information Commissioner's Office on taking photos in schools and obtaining consent.

The data protection laws give children rights over their own data where they are considered to have the required capacity to understand their data rights. Most children will reach this level of understanding from the age of 12 and so it may be necessary for the school to obtain this consent from the child directly. If this is not suitable, the school will consider preferences set out below.

Usually pupils will not be named in the photographs unless they gain specific consent in the first instance.

Consent to using your child's images will last throughout your child's time at the school and will continue to apply for a short time after they leave (except for images published for historical purposes which may be kept for an extended period of time to show the history of the school).

We would like to seek your consent to the use of your child's images and will respect your decisions when publishing photos moving forward.

You can withdraw your consent at any time and can do so by writing to the Head Teacher asking that they stop using your child's images. At that point they will not be used in future publications but we cannot prevent them from continuing to appear in publications already in circulation.

I consent to images of my child being used on the school's Website, Twitter Feed, Facebook page, You Tube channel, Newsletters, School prospectuses, flyers, leaflets and brochures, banners, signs and displays, advertising in newspapers and other media, in and around the school building and in promotional materials to show the history of the school.

Signed _____ **Parent/Carer**

Child's name _____

Relationship to child _____

Date _____