

## Photographic Image Consent Policy

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The College takes cyber security and data protection very seriously and we have put steps in place within our organisation to ensure we maintain secure and compliant systems. As part of this obligation we have reviewed our consents to photographic images.

As a College, we regularly use photographs to show how our pupils and the College as a whole develop. Images can also help us illustrate and communicate with parents about upcoming events and can help advertise and market the College 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 College may take photos of your child, specifically:

- we publish photos on the College's website to promote the College to current and prospective parents as well as providing updates on current events and celebrating successes;
- we publish photos on our social media accounts [such as Facebook, Twitter, Instagram] to provide updates on events and news within the College. The College ensures that its privacy settings are such to limit viewing of photos to followers of the College accounts (as approved by the College) however some accounts can be viewed by the public such as our Website, Flickr and Issuu;
- from time to time we put videos on our you tube channels which can be seen by subscribers to our channel;
- we upload photos to the College Flickr account, which is visible to the public;
- within our newsletters, we may provide photos of recent events or achievements from our pupils;
- in order to promote the College, prospectus, flyers, leaflets and brochures which contain images to show life at our College. These will be sent to prospective families and are sometimes sent to members of the local community (for example Arts Festival flyers);
- we may also use other promotional materials such as banners and signs which may contain photographic images for prospective parents to view;
- we may be visited by the media who will take photographs or film footage of events. Pupils will sometimes appear in these images, which may then be published in local or national newspapers, in televised news programmes and on social media sites;
- we publish photos in and around the College building to illustrate to current pupils and parent's life around the College including educational materials and images of recent trips and events. These can be seen from time to time by other parents or visitors within the College;

- in promotional materials to show the history and character of the College 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 Colleges 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 College to obtain this consent from the child directly. If this is not suitable, the College 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 College 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 College).

We would like to seek your consent, using the form below, to the use of your child’s images and will respect your decisions when publishing photos moving forward. Please note unnamed images of your child may still be used without receipt of this consent form, for necessary and legitimate purposes (i.e. to ensure safety of pupils and to detail achievements and progress) on the College website, in newsletters, for internal marketing publications and literature, **unless you inform the College otherwise.**

You can withdraw your consent at any time and can do so by writing to the Head of Operations (Administration), Mrs T Beard at [colloff@sdmail.org.uk](mailto:colloff@sdmail.org.uk) asking them to 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.

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|-----------------------|-------------------------------------|--|--|
| <b>Author/s:</b>      | Teresa Beard<br>Clair Wilkins       | <b>Date Reviewed:</b>                                      | May 2018   |
| <b>Date Ratified:</b> | May 18                              | <b>Next Review Date:</b>                                   | May 2020   |
| <b>Committee:</b>     | Risk and<br>Compliance<br>Committee | <b>Clerk to the<br/>Governors</b><br><br><b>Signature:</b> | <br>..... |



## Photographic Image Consent Form

Child's Name: \_\_\_\_\_

Form: \_\_\_\_\_

Please note unnamed images of your child may be used without receipt of this consent form, for necessary and legitimate purposes (i.e. to ensure safety of pupils and to detail achievements and progress) on the College website, in newsletters, for internal marketing publications and literature, **unless you inform the College otherwise.**

| I agree to consent to images of my child being used:   | Agree | Disagree |
|--|-------|----------|
| On the College Website   |       |          |
| In College newsletters and bulletins   |       |          |
| In Parent Year Books (these are printed books that capture your child's experiences throughout their time at the College)                      |       |          |
| In and around the College building   |       |          |
| In College prospectuses, flyers, leaflets and brochures  |       |          |
| In promotional materials to show the history of the College  |       |          |
| In other promotional material (such as banners, signs and displays)  |       |          |
| On Social Media (e.g. Twitter feed, Facebook page, Instagram, YouTube Channel, Flickr)   |       |          |
| In newspapers and other media advertising  |       |          |
|  |       |          |
| I consent to my child's image being named, in the above media/communication when celebrating successes and detailing achievements and progress |       |          |

I consent to my child's images being used by the College in the media formats as set out above.

Parent Signature:..... Date: .....

**Please return completed forms to the College Office**