

Photographic Image Consent and Usage Form

This policy and procedure applies to employees of St Dunstan's Trustee Limited on behalf of St Dunstan's Education Foundation & College Hire Limited.

The UK General Data Protection regulation came into force from 25th May 2018. This placed additional obligations on organisations which affects how they handle personal details. St Dunstan's Educational Foundation take cyber security very seriously and we have put steps in place within our organisation to ensure we maintain secure and compliant procedures.

The Foundation believes good communication is vital to any successful large organisation and we are committed to keeping parents, pupils, staff and governors up to date with Foundation events and news. As part of this commitment, we regularly take photographs to illustrate, communicate and celebrate Foundation and pupil success. These images may also be used for marketing and advertising to prospective families, and for display boards around the Foundation site.

We also hope to be able to show parents and carers what is happening at the Foundation from day to day and celebrate many of the Foundation and pupil successes and hope that parents and carers take time to enjoy these images or videos.

We therefore require your consent to opt in to allowing your child(s) photo to be taken for the following purposes:

- Photos and videos for St Dunstan's website (www.stdunstans.org.uk)
- Photos and videos for our Foundation's social media channels. This includes Twitter, LinkedIn, Instagram, Facebook and YouTube
- Photos and videos for the Parent Portal
- Photos and videos for display boards, video screens and banners around the Foundation site
- Newsletters, yearbooks, The Shield and The Chronicle
- Promotional materials including the Prospectus, display boards, banners, flyers, brochures, advertisements (print or video)
- Information for the media such as press releases, or media requests to photograph or to film at the Foundation

When posting images or videos we will only use a child's first name. Surnames will only be used if given special permission. If necessary to use a surname, we will contact the parent or carer by telephone or email.

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 Foundation to obtain this consent from the child

directly. If this is not suitable, the Foundation will consider preferences set out below. Consent to using your child's image will last throughout their time at the Foundation 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 Foundation).

By agreeing to give consent, you are opting in to the purposes detailed above and your child's image may be used. If you do not agree to your child's image being used, we will not use your child's image for any purpose as detailed above. This does mean that your child will not appear in publications such as the annual yearbooks and the Chronicle.

As a parent and carer, you can withdraw your consent at any time. Withdrawal of consent must be given in writing to the Marketing Department at marketing@stdunstans.org.uk. Please note that publications printed before the date of change will remain unaltered.

Photo Usage

Advertising and Media

The Foundation routinely advertises all entry points and open events; therefore, imagery of the Foundation and Foundation community is used. We regularly advertise in, but not exclusively to, local newspapers, national education magazines and Foundation guides. We will, where possible, seek permission from parents for large scale advertising (anything larger than 1000mm x 1000mm), such as billboards, train stations, bus stops and vehicles. We will never use a pupil's full name and photo together without prior parental consent.

The Foundation does not share photos or videos with photo agencies or international photo agencies. In the extraordinary event that the Foundation is approached by a photo agency (such as Reuters or Getty) for a news item or special event, prior parental consent will be sought and a full explanation of how this photo may be used at the time and in the future will be given to the parent.

Foundation Productions

Periodically, Foundation staged productions are filmed by either the Foundation or outside companies. The Foundation will always seek consent for this prior to the event, to ensure that any families who have previously 'opted out' have an opportunity to still be involved. If outside companies are engaged to support the production (e.g. choreography) they will also seek consent to film or photograph the production.

Social Media

The Foundation uses social media (Twitter, LinkedIn, Facebook, Instagram and YouTube) to communicate news and events. There are strict internal rules and procedures in place and staff receive regular training and guidance to ensure that these rules are always adhered to. This is reviewed regularly by relevant staff. A child's full name is never used on any social media channel unless prior parental consent has been obtained.



Photographic Image Consent Form

The online link for the UK GDPR Consent Form: <https://www.stdunstans.org.uk/gdpr-photographic-image-consent-form>

When Parents/Carers visit the link, they will be able to fill in their preferences for photographic image and video consent.

The online form looks as below:

PLEASE COMPLETE FOR FORM BELOW TO CONFIRM YOUR PREFERENCES

PARENT/CARER

Prefix First Last

Email address

CHILD

First Last

Form group

PREFERENCES

Please tick your preference

Please ensure only one box is ticked

- I agree to images of my child being used as stated above
- I do not agree to images of my child being used as stated above, and understand that this will mean my child's image will be excluded from being used in publications including yearbooks, The Shield and The Chronicle.

Please send a confirmation email to the address below:

my email address

SUBMIT

Once Parents/Carers complete the online form, they will receive a confirmation email to the email address entered.

Confirmation Email:

Dear Parent/Carer

Thank you for submitting your Photographic Image Consent Preferences to St Dunstan's College.

You can change or withdraw your child(s) consent at any time and can do so by writing to the Marketing Department at marketing@stdunstans.org.uk.

We would then stop using your child(s) image, however we wouldn't be able to prevent them from appearing in publications printed before the date of change.

Please do not hesitate to get in touch if you have any questions about the photographic and video consent form.

Best wishes

The Marketing Department