



Photography and Video Policy

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Statement of intent

At Leek High School, we use images and videos for a variety of purposes, including prospectuses, display boards, educational purposes, conferences and the school website. We understand that parents may also wish to take videos or photos of their children participating in school events for personal use.

Whilst we recognise the benefits of photography and videos to our school community, we also understand that these can have significant risks for those involved. Under the legal obligations of the GDPR and the Data Protection Act (DPA) 2018, the school has specific responsibilities in terms of how photos and videos are taken, stored and retained.

The school has implemented a policy on the safe use of cameras and videos by staff and parents to reflect the protective ethos of the school with regard to students' safety.

In order to ensure that, as far as possible, the use of photography and video is used safely at all times, the policy provided below should be followed. This policy is applicable to all forms of visual media, including film, print, video, DVD and websites.

1. Legal framework

1.1. This policy has due regard to all relevant legislation including, but not limited to, the following:

- The Data Protection Act 2018
- The General Data Protection Regulation
- The Freedom of Information Act 2000
- The Freedom of Information and Data Protection (Appropriate Limit and Fees) Regulations 2004

1.2. This policy has been created with regard to the following guidance:

- ICO (2018) 'Guide to the General Data Protection Regulation (GDPR)'

1.3. This policy also has due regard to the school's policies including, but not limited to, the following:

- **Data Protection Policy**
- **Records Management Policy**

2. Definitions

2.1. For the purposes of this policy:

- **“Camera”** is used to refer to mobile phones, tablets, webcams, portable gaming devices and any other equipment or devices which may be used to take photographs.
- **“Personal use”** of photography and videos is defined as the use of cameras to take images and recordings of children by relatives, friends or known individuals, e.g. a parent taking a group photo of their student and their friends at a school event. These photos and videos are only for personal use by the individual taking the photo and are not intended to be passed on to unknown sources. The principles of the GDPR and the DPA 2018 do not apply to images and videos taken for personal use.
- **“Official school use”** is defined as photography and videos which are used for school purposes, e.g. for building passes and identity cards. These images are likely to be stored electronically alongside other personal data. The principles of the GDPR and the DPA 2018 apply to images and videos taken for official school use.
- **“Media use”** is defined as photography and videos which are intended for a wide audience, e.g. photographs of children taken for a local newspaper. The principles of the GDPR and the DPA 2018 apply to images and videos taken for media use.

- Staff may also take photos and videos of students for “**educational purposes**”. These are not intended for official school use, but may be used for a variety of reasons, such as school displays, special events, assessment and workbooks. The principles of the GDPR and the DPA 2018 apply to images and videos taken for educational purposes.

3. Responsibilities

3.1. The **Headteacher** is responsible for:

- Submitting consent forms to parents, and students where appropriate, at the beginning of the academic year with regards to photographs and videos being taken whilst at school.
- Ensuring that all photos and videos are stored and disposed of correctly, in line with the GDPR and the DPA 2018.
- Deciding whether parents are permitted to take photographs and videos during school events.
- Communicating this policy to all the relevant staff members and the wider school community, such as parents.

3.2. The DSL is responsible for:

- Liaising with social workers to gain consent for the use of photographs and videos of LAC students.
- Liaising with the DPO to ensure there are no data protection breaches.
- Informing the **Headteacher** of any known changes to a student's security, e.g. student protection concerns, which would mean that participating in photography and video recordings would put them at significant risk.

3.3. Parents, and students where appropriate, are responsible for:

- Completing the Consent Form on an **annual** basis.
- Informing the school in writing if they wish to make any changes to their consent.
- Acting in accordance with this policy.

3.4. In accordance with the school's requirements to have a DPO, the DPO is responsible for:

- Informing and advising the school and its employees about their obligations to comply with the GDPR and the DPA 2018 in relation to photographs and videos at school.
- Monitoring the school's compliance with the GDPR and the DPA 2018 in regards to processing photographs and videos.

- Advising on data protection impact assessments in relation to photographs and videos at school
 - Conducting internal audits regarding the school's procedures for obtaining, processing and using photographs and videos.
 - Providing the required training to staff members in relation to how the GDPR and the DPA 2018 impacts photographs and videos at school.
- 3.5. Overall responsibility for the appropriate use of photography at school and in connection with school events rests with the **Headteacher** and the **DSL**.

4. Consent

- 4.1. All photographs and video content are classified as personal data under the GDPR and the DPA 2018; images or video content may be used for publicity or other purposes only once informed consent has been provided, and it has not been withdrawn.
- 4.2. Where the school opts to provide an online service directly to a student, the student is aged 13 or over, and the student understands what they will be consenting to, the school will obtain consent directly from the student; otherwise, consent will be obtained from whoever holds parental responsibility for the student, except where the processing is related to preventative or counselling services offered directly to the student.
- 4.3. In all other instances with regards to obtaining consent, an appropriate age of consent will be considered by the school on a case-by-case basis, taking into account whether the student understands what they will be consenting to.
- 4.4. Parents and students are required to be aware that their student/they may be photographed at school and they have the right to withdraw consent for:
- Photographs or video taken by members of staff for school-based publicity and promotional purposes (school newsletters/prospectus) or for anonymous use on the school website.
 - Photographs or video taken by parents and other family members of children at the school during school concerts, performances, sports events and other similar events organised by the school.
 - Photographs or video taken by members of the press who are on the school premises by invitation in order to celebrate individual, group or school success.

- 4.5. The school understands that consent must be a positive indication. It cannot be inferred from silence, inactivity or pre-ticked boxes.
- 4.6. Consent will only be accepted where it is freely given, specific, informed and an unambiguous indication of the individual's wishes.
- 4.7. Where consent is given, a record will be kept documenting how and when consent was given and last updated.
- 4.8. The school ensures that consent mechanisms meet the standards of the GDPR and the DPA 2018. Where the standard of consent cannot be met, an alternative legal basis for processing the data will be found, or the processing will cease.
- 4.9. Parents and students, as applicable, will be asked to complete the **Consent Form** on an **annual** basis, which will determine whether or not they allow their student/themselves to participate in photographs and videos.
- 4.10. The **Consent Form** will be valid for the **full academic year**, unless the student's circumstances change in any way, e.g. if their parents separate, or consent is withdrawn. Additional consent forms will be required if the student's circumstances change.
- 4.11. If there is a disagreement over consent, or if a parent/student does not respond to a consent request, it will be treated as if consent has not been given and photographs and videos will not be taken or published of the student without consent.
 - All parents and students are entitled to withdraw or change their consent at any time during the school year.
 - Parents or students withdrawing their consent must notify the school in writing.
- 4.12. If any parent or student withdraws or changes their consent, or the **DSL** reports any changes to a student's security risk, or there are any other changes to consent, the list will also be updated and re-circulated.
- 4.13. For any LAC students, or students who are adopted, the **DSL** and/or **Looked after Children Lead** will liaise with the student's social worker, carers or adoptive parents to establish where consent should be sought. Consideration will be given as to whether identification of an LAC student, or students who are adopted, would risk their security in any way.

- 4.14. Consideration will also be given to any students for whom student protection concerns have been raised. Should the **DSL** believe that taking photographs and videos of any students would put their security at further risk, greater care will be taken towards protecting their identity.
- 4.15. A list of all the names of students for whom consent was not given will be created by the **School Office** and will be circulated to all staff members. This list will be updated **annually**, when new consent forms are provided.

5. General procedures

- 5.1. Photographs and videos of students will be carefully planned before any activity.
- 5.2. The DPO will oversee the planning of any events where photographs and videos will be taken.
- 5.3. Where photographs and videos will involve LAC students, adopted students, or students for whom there are security concerns, the **Headteacher** will liaise with the **DSL** and/or the **Looked after Children Lead** to determine the steps involved.
- 5.4. When organising photography and videos of students, the **Headteacher**, as well as any other staff members involved, will consider the following:
 - Can general shots of classrooms or group activities, rather than individual shots of students, be used to fulfil the same purpose?
 - Could the camera angle be amended in any way to avoid students being identified?
 - Will students be suitably dressed to be photographed and videoed?
 - Will students of different ethnic backgrounds and abilities be included within the photographs or videos to support diversity?
 - Would it be appropriate to edit the photos or videos in any way (e.g. to remove logos which may identify students)?
 - Are the photographs and videos of the students completely necessary, or could alternative methods be used for the same purpose? E.g. could an article be illustrated by students' work rather than images or videos of the students themselves?

- 5.5. The list of all students of whom photographs and videos must not be taken will be checked prior to the activity. Only students for whom consent has been given will be able to participate.
- 5.6. The staff members involved, alongside the **Headteacher** will liaise with the **DSL** and/or **Looked after Children Lead** if any LAC student, adopted student, or a student for whom there are security concerns is involved.
- 5.7. School-owned digital cameras will be used to take photographs and videos of students. Exceptions to this are outlined in Section 8 of this policy.
- 5.8. Staff will ensure that all students are suitably dressed before taking any photographs or videos.
- 5.9. Where possible, staff will avoid identifying students. If names are required, only first names will be used.
- 5.10. The school will not use images or footage of any student who is subject to a court order.
- 5.11. The school will not use photographs of:
 - Students who have left the school, without the consent of their parents or, where appropriate, the student themselves.
 - Staff members who have left the school, without their consent.
- 5.12. Photos and videos that may cause any distress, upset or embarrassment will not be used.
- 5.13. Any concern relating to inappropriate or intrusive photography or publication of content is to be reported to the **DPO**.

6. Additional safeguarding procedures

- 6.1. The school understands that certain circumstances may put a student's security at greater risk and, thus, may mean extra precautions are required to protect their identity.
- 6.2. The **DSL** and **Looked after Children Lead** will, in known cases of a student who is an LAC or who has been adopted, liaise with the student's social worker, carers or adoptive parents to assess the needs and risks associated with the student.

- 6.3. Any measures required will be determined between the **DSL, Looked after Children Lead**, social worker, carers, **DPO** and adoptive parents with a view to minimising any impact on the student's day-to-day life. The measures implemented will be one of the following:
- Photos and videos can be taken as per usual school procedures
 - Photos and videos can be taken within school for educational purposes and official school use, e.g. on registers, but cannot be published online or in external media
 - No photos or videos can be taken at any time for any purposes
- 6.4. Any outcomes will be communicated to all staff members via **a staff meeting** and the list outlining which students are not to be involved in any videos or photographs, held in the **school office**, will be updated accordingly.

7. General use of digital cameras

- 7.1. Members of staff may be provided with a camera to record and maintain pictorial evidence of the lessons, behaviour, activities and events related to their students.
- 7.2. Photos may only be taken for educational purposes and in "school or educational provision settings" as mentioned above.
- 7.3. The use of personal cameras, mobile phone cameras or other recording equipment is prohibited on school premises at all times.
- 7.4. School-owned cameras are located in the **IT Office**. Members of staff are responsible for making sure that cameras are locked away after use.
- 7.5. Each camera will be clearly labelled as belonging to the school.
- 7.6. Members of staff are not allowed to bring in personal cameras without prior permission. If personal cameras are allowed to be brought in due to a specialist requirement or defective equipment, the memory card should be shown to be empty and images downloaded to the school's server.
- 7.7. Members of staff are not allowed to take school cameras or memory cards home.
- 7.8. Cameras are not permitted to be taken into the toilets or changing areas.

- 7.9. Staff or other adults are not permitted to take photographs of students in vulnerable circumstances, such as when they are upset or inappropriately dressed.
- 7.10. Members of staff and the school community are required to report inappropriate use of digital cameras and images to the **Headteacher**. If it is found that any incidents raise student protection concerns, immediate action will be taken in consultation with the **DSL**.
- 7.11. The school is not responsible for lost, stolen or damaged camera equipment. This remains the responsibility and obligation of the **borrower/member of staff**.

8. Other school-owned devices

- 8.1. Staff are encouraged to take photos and videos of students using the school's digital cameras; however, they may use other school-owned devices, such as mobile phones and tablets, where consent has been sought from the **Headteacher** prior to the activity.
- 8.2. Where school-owned devices other than digital cameras are used, images and videos will be provided to the school at the earliest opportunity and then removed from the devices.
- 8.3. Staff will not use their personal mobile phones, or any other personal device, to take images and videos of students.
- 8.4. Photographs and videos taken by staff members on school visits may be used for educational purposes, e.g. on displays or to illustrate the work of the school, where consent has been obtained.
- 8.5. Digital photographs and videos held on the school's drive are accessible to staff only. Photographs and videos are stored in labelled files, annotated with the date, and are only identifiable by year group/class number – no names are associated with images and videos. Files are password protected and only staff members have access to these passwords – these are updated **termly** to minimise the risk of access by unauthorised individuals.

9. Storage and retention

- 9.1. As per the GDPR and the DPA 2018, images obtained by the school will not be kept for longer than necessary; retention periods for the different types of personal data are outlined in the school's GDPR Policy.

- 9.2. Hard copies of photos and video recordings held by the school will be annotated with the date on which they were taken and will be stored in the **School Office**. They will not be used other than for their original purpose, unless permission is sought from the **Headteacher** and parents of the students involved and the **DPO** has been consulted.
- 9.3. Paper documents will be shredded or pulped and electronic memories scrubbed clean or destroyed once the retention period has ended.
- 9.4. The **IT Manager** will review stored images and videos on a termly basis to ensure that all unwanted material has been deleted.
- 9.5. Where a parent or student has withdrawn their consent, any related imagery and videos involving their student/the student will be removed from the school drive immediately.
- 9.6. When a parent withdraws consent, it will not affect the use of any images or videos for which consent had already been obtained. Withdrawal of consent will only affect further processing.
- 9.7. Where a student's security risk has changed, the **DSL** will inform the **Headteacher** immediately. If required, any related imagery and videos involving the student will be removed from the school drive immediately. Hard copies will be removed by returning them to the parent/student or by shredding, as appropriate.
- 9.8. Official school photos are held on **SIMS** and **PARS** alongside other personal information and are retained for the length of the student's attendance at the school, or longer if necessary, e.g. due to a police investigation.
- 9.9. Images taken on a school camera must be downloaded as soon as possible on to the school network, ideally once a week.
- 9.10. Members of staff are responsible for ensuring that images are safely stored, particularly on memory sticks and hard drives. They must take reasonable measures to ensure that they do not come into the possession of unauthorised persons.
- 9.11. No digital image will be altered or enhanced in any way by any member of staff, unless given prior permission by the **Headteacher** to do so.
- 9.12. The school may require images to be deleted or edited as appropriate and may choose to use images taken by members of staff or

volunteers for other purposes, provided the processing conditions and consent requirements of this policy are met.

- 9.13. Staff members are responsible for ensuring that edited images do not mislead or misrepresent. They must not edit images which result in their subject being vulnerable to embarrassment, teasing, bullying or abuse.
- 9.14. If the memory card for individual school cameras needs to be replaced, then the replaced memory card will be destroyed to ensure that no images can be recovered.
- 9.15. Members of staff must remember that, even when images are physically deleted from a camera or memory card, the camera or the memory card must be appropriately disposed of to ensure that no imprint remains.

10. Appropriate use of images under the GDPR and the DPA 2018

- 10.1. Photographs are used in school for many reasons and the different uses for the same image should be considered separately, as each photograph and use will potentially have different conditions for processing.
- 10.2. As a public body, the school **must** consider whether the processing is taking place in the performance of its duties as a public authority. Where this is the case, the legal basis for processing will be recorded as 'public task' not 'legitimate interests' – public authorities cannot use legitimate interests as a lawful basis if the processing is in the performance of their tasks as a public authority.
- 10.3. To judge whether legitimate interest can be used as the basis for processing data, the school will carry out three different tests, these are:
 - A purpose test – establishing the reasons for using the data, what will be achieved and whether the benefits are justifiable.
 - A necessity test – establishing whether the processing of students' data will be useful and whether there is a less intrusive way of reaching a means to an end.
 - A balance test – establishing the impact it will have on the data subject by processing the data for said reason.
- 10.4. These three tests make up a 'legitimate interest assessment' (LIA) – the school will carry out an LIA prior to obtaining the data and it will be

recorded in a physical copy in compliance with the GDPR and the DPA 2018.

Photographs used in identity management

- 10.5. These are likely to be essential for performing the public task of the school, but they will be deleted once the student is no longer in attendance – as they are no longer needed for the purpose for which they were held.

Photographs used for marketing purposes

- 10.6. Photographs will not be used for marketing purposes unless the school has specific informed consent for the images and the images are only used in line with the consent provided.

Photographs in the school environment relating to education

- 10.7. These photographs may be essential for performing the public task of the school, but once the student has left the school this argument is insufficient. If the school wishes to display the image beyond the student's time at the school, we will obtain the student's permission. If permission is not granted, the image will be removed.
- 10.8. When gaining consent, including when initially taking the photograph or when the purpose of the image has changed, the student, or where appropriate their parents, will be informed of the retention period pertaining to the use of the image. If the image is still on display after the retention period stated in the privacy notice used to gain consent, the school will be in breach of data protection obligations and may be subject to a fine.

11. Privacy notices

- 11.1. The school uses privacy notices with declarations attached to inform students and their families about how their personal data may be collected and as one method of gaining consent.

12. Sharing of images

- 12.1. All images taken by members of staff or volunteers at school or on school activities remain the property of the school.
- 12.2. Images must not be shared with anyone outside the school or held for private use.

- 12.3. Images may under no circumstances be emailed or shared via private e-mail accounts unless a parent has asked for a photo of their student to be sent to them.
- 12.4. Unless specific prior consent has been obtained, members of staff and volunteers must not post school images on personal pages of social networking sites or other websites.

13. Use of a professional photographer

- 13.1. If the school decides to use a professional photographer for official school photos and school events, the **Headteacher** will:
- Provide a clear brief for the photographer about what is considered appropriate, in terms of both content and behaviour.
 - Issue the photographer with identification, which must be worn at all times.
 - Let students and parents know that a photographer will be in attendance at an event and ensure they have previously provided consent to both the taking and publication of videos and/or photographs.
 - Not allow unsupervised access to students or one-to-one photo sessions at events.
 - Communicate to the photographer that the material may only be used for the school's own purposes and that permission has not been given to use the photographs for any other purpose.
 - Ensure that the photographer will comply with the requirements set out in the GDPR and the DPA 2018.
 - Ensure that if another individual, such as a parent or governor, is nominated to be the photographer, they are clear that the images and/or videos are not used for anything other than the purpose indicated by the school.

14. Permissible photography and videos during school events

- 14.1. If the **Headteacher** permits parents to take photographs or videos during a school event, parents will:
- Remain seated while taking photographs or videos during concerts, performances and other events.
 - Minimise the use of flash photography during performances.

- In the case of all school events, make the focus of any photographs and/or videos their own child.
- Avoid disturbing others in the audience or distracting students when taking photographs or recording videos.
- Ensure that any images and recordings taken at school events are exclusively for personal use and are not uploaded to the internet, posted on social networking sites or openly shared in other ways.
- Refrain from taking further photographs and/or videos if and when requested to do so by staff.

15. Monitoring and review

- 15.1. This policy will be reviewed on an **annual** basis by the **Headteacher**. The next scheduled review date for this policy is **February 2021**.
- 15.2. Any changes to this policy will be communicated to all staff members and, where appropriate, parents.

Leek High School



Photography and Video Staff Agreement Form

I will not use personal digital cameras or camera phones for taking and transferring images of students or staff without permission and will not store images at home without permission.

I understand that it is my responsibility to ensure that I have read and understood the school's policy with regard to the use of digital cameras in school and I agree to follow by the above requirements.

Signature _____ Date _____

Full name _____ (printed)

Job title _____

Authorising signature (Headteacher)

Signature _____ Date _____

Full name _____ (printed)

Leek High School



Photography and Video Parental Consent Form

This form explains the reasons why and how **Leek High School** may use images and videos of your student. Please read the form thoroughly and outline your agreement as appropriate.

Name of student:	
Name of parent/carer:	
Year group:	

Why do we need your consent?

We request the consent of parents on an **annual** basis to use images and videos of their student for a variety of different purposes.

Without your consent, the school will not use images and videos of your student. Similarly, if there are only certain conditions under which you would like images and videos of your student to be used, the school will abide by the conditions you outline in this form.

Why do you we use images and videos of your student?

We use images and videos of students as part of school displays to celebrate school life and students' achievements; to promote the school on social media and on the school's website; and for other publicity purposes in printed publications, such as newspapers.

Where the school uses images of individual students, the name of the student **will not** be disclosed. Where an individual student is named in a written publication, a photograph of the student **will not** be used to accompany the text.

If, for example, a student has won an award and their parent would like their name to be published alongside their image, **separate consent** will be obtained prior to this.

We may take images or videos of individual students and groups of students to use on social media, the school website, in school prospectuses and other printed publications, such as a newsletter.

Who else uses images and videos of your student?

It is common that the school is visited by local media and press who take images or videos of school events such as sports days. Students will appear in these images

and videos, and these may be published in local or national newspapers, or on approved websites.

The following organisations may use images and videos of your studentren:

- **Name of organisation, e.g. local newspaper**
- **Name of organisation**
- **Name of organisation**

Where any organisations other than those above intend to use images or videos of your student, **additional consent** will be sought before any image or video is used.

What are the conditions of use?

- This consent form is valid for the current **2020/21** academic year.
- It is the responsibility of parents to inform the school, in writing, if consent needs to be withdrawn or amended.
- The school will not use the personal details or full names of any student in an image or video on our website, in our school prospectuses or any other printed publications.
- The school will not include personal emails or postal addresses, telephone or fax numbers on images or videos on our website, in our school prospectuses or any other printed publications.
- The school may use pictures of students and teachers that have been drawn by students.
- The school may use work created by students.
- The school may use group or class images or videos with general labels, e.g. 'sports day'.
- The school will only use images and videos of students who are suitably dressed, i.e. it would not be suitable to display an image of a student in swimwear.
- The school will take class images of your student which are available to purchase annually.

Providing your consent

Please read the following conditions thoroughly and provide your consent as appropriate by ticking either 'Yes' or 'No' for each criterion.

The school will **only** publish images and videos of your student for the conditions that you provide consent for.

I provide consent to:	Yes	No
Photographing and videoing my student.		
Using images of my student on the school website.		
Using videos of my student on the school website.		

Using images of my student on social media, including the following: [Delete and/or add as appropriate]		
<ul style="list-style-type: none"> • <u>Twitter</u> • <u>Facebook</u> • <u>Instagram</u> 		
Using videos of my student on social media, including the following: [Delete and/or add as appropriate]		
<ul style="list-style-type: none"> • <u>Twitter</u> • <u>Facebook</u> • <u>Instagram</u> 		
The local media using images of my student to publicise school events and activities (only including the organisations outlined above).		
The local media using videos of my student to publicise school events and activities (only including the organisations outlined above).		
Using images of my student in marketing material, e.g. the school brochure and prospectus.		
Sharing my student's data with a school-appointed external photography company for official school images. This includes the following:		
<ul style="list-style-type: none"> • Name • Class • Admission number or UPN (Unique Pupil Number) 		

Refreshing your consent

This form is valid for **the entire academic year, 2020/21** – it will be updated on an **annual** basis. Parents are required to fill in a new form for their student **every academic year**.

Consent will also be refreshed where any changes to circumstances occur – this can include, but is not limited to, the following:

- New requirements for consent, e.g. an additional social media account will be used to share student images and videos
- Changes to a student's circumstances, e.g. safeguarding requirements mean a student's image cannot be used
- Changes to parental consent, e.g. amending the provisions for which consent has been provided for

Where you would like to amend the provisions for which consent has been provided, you must submit your request in writing to the **Headteacher**. A new form will be supplied to you to amend your consent accordingly and provide a signature.

Withdrawing your consent

Parents have the right to withdraw their consent at any time. Withdrawing your consent will not affect any images or videos that have been shared prior to withdrawal.

If you would like to withdraw your consent, you must submit your request in writing to the **Headteacher**.

Declaration

I understand:

- Why my consent is required.
- The reasons why **Leek High School** uses images and videos of my student.
- Which other organisations may use images and videos of my student.
- The conditions under which the school uses images and videos of my student.
- I have provided my consent above as appropriate, and the school will use images and videos of my student in line with my requirements.
- Consent is refreshed on an **annual** basis and I must re-provide consent if I consent to images and videos of my student being used in other academic years.
- I will be required to re-provide consent where any circumstances change.
- I can amend or withdraw my consent at any time and must do so in writing to the **Headteacher**.

Name of parent/carer: _____

Signature: _____

Date: _____

If you have any questions regarding this form, please do not hesitate to email school at **lhs.office@tllt.org.uk** or call **01538 225050**.

Leek High School



Photography and Video Student Consent Form

This form explains the reasons why and how **Leek High School** may use images and videos of you. Please read the form thoroughly and outline your agreement as appropriate.

Name:	
Tutor group:	

Why do we need your consent?

We request your consent on an **annual** basis to use images and videos you for a variety of different purposes.

Without your consent, the school will not use images and videos of you. Similarly, if there are only certain conditions under which you would like images and videos of you to be used, the school will abide by the conditions you outline in this form.

Why do you we use images and videos of you?

We use images and videos of students as part of school displays to celebrate school life and students' achievements; to promote the school on social media and on the school's website; and for other publicity purposes in printed publications, such as newspapers.

Where the school uses images of individual students, the name of the student **will not** be disclosed. Where an individual student is named in a written publication, a photograph of the student **will not** be used to accompany the text.

If, for example, you have won an award and would like your name to be published alongside your image, **separate consent** will be obtained prior to this.

We may take images or videos of individual students and groups of students to use on social media, the school website, in school prospectuses and other printed publications, such as a newsletter.

Who else uses images and videos of you?

It is common that the school is visited by local media and press, who take images or videos of school events such as sports days. Students will appear in these images and videos, and these may be published in local or national newspapers, or on approved websites.

The following organisations may use images and videos of you:

- Name of organisation, e.g. local newspaper
- Name of organisation
- Name of organisation

Where any organisations other than those above intend to use images or videos of you, **additional consent** will be sought before any image or video is used.

What are the conditions of use?

- This consent form is valid for the current **2020/21** academic year.
- It is your responsibility to inform the school, in writing, if consent needs to be withdrawn or amended.
- The school will not use your personal details or full name in an image or video, on our website, in our school prospectuses or any other printed publications.
- The school will not include your personal email, postal address or telephone or fax number on images or videos on our website, in our school prospectuses or any other printed publications.
- The school may use pictures of students and teachers that have been drawn by students.
- The school may use work created by you.
- The school may use group or class images or videos with general labels, e.g. 'sports day'.
- The school will only use images and videos of you when you are suitably dressed, i.e. it would not be suitable to display an image of you in swimwear.
- The school will take class images of you which are available to purchase annually.

Providing your consent

Please read the following conditions thoroughly and provide your consent as appropriate by ticking either 'Yes' or 'No' for each criterion.

The school will **only** publish images and videos of you for the conditions that you provide consent for.

I provide consent to:	Yes	No
Photographing and videoing me.		
Using images of me on the school website.		
Using videos of me on the school website.		
Using images of me on social media, including the following: [Delete and/or add as appropriate] <ul style="list-style-type: none"> • <u>Twitter</u> • <u>Facebook</u> • <u>Instagram</u> 		
Using videos of me on social media, including the following:		

<p>[Delete and/or add as appropriate]</p> <ul style="list-style-type: none"> • <u>Twitter</u> • <u>Facebook</u> • <u>Instagram</u> 		
<p>The local media using images of me to publicise school events and activities (only including the organisations outlined above).</p>		
<p>The local media using videos of me to publicise school events and activities (only including the organisations outlined above).</p>		
<p>Using images of me in marketing material, e.g. the school brochure and prospectus.</p>		
<p>Sharing my data with a school-appointed external photography company for official school images. This includes the following:</p> <ul style="list-style-type: none"> • Name • Class • Roll number 		

Refreshing your consent

This form is valid for **the entire academic year, 2020/21** – it will be updated on an **annual** basis. You are required to fill in a new form **every academic year**.

Consent will also be refreshed where any changes to circumstances occur – this can include, but is not limited to, the following:

- New requirements for consent, e.g. an additional social media account will be used to share student images and videos
- Changes to your circumstances, e.g. safeguarding requirements mean your image cannot be used
- Changes to your consent, e.g. amending the provisions for which consent has been provided for

Where you would like to amend the provisions for which consent has been provided, you must submit your request in writing to the **Headteacher**. A new form will be supplied to you to amend your consent accordingly and provide a signature.

Withdrawing your consent

You have the right to withdraw your consent at any time. Withdrawing your consent will not affect any images or videos that have been shared prior to withdrawal.

If you would like to withdraw your consent, you must submit your request in writing to the **Headteacher**.

Declaration

I, _____ (name), understand:

- Why my consent is required.
- The reasons why the school uses images and videos of me.
- Which other organisations may use images and videos of me.
- The conditions under which the school uses images and videos of me.
- I have provided my consent above as appropriate, and the school will use images and videos of me in line with my requirements.
- Consent is refreshed on an **annual** basis and I must re-provide consent if I consent to images and videos of me being used in other academic years.
- I will be required to re-provide consent where any circumstances change.
- I can amend or withdraw my consent at any time and must do so in writing to the **Headteacher**.

Name: _____

Signature: _____

Date: _____

If you have any questions regarding this form, please do not hesitate to email school at lhs.office@tlt.org.uk or call **01538 225050**.