



Dear Parent/Carer,

## Updated images and videos parental consent form

You may be aware that the national guidelines for data protection changed with effect in May 2018. The new General Data Protection Regulation (GDPR) involves changes in national legislation which enhance the previous laws to ensure that all data is kept as safe as possible and is only retained and used with consent of those involved. We therefore need to confirm your consent for us to use images and video footage of your child(ren) in school for anything that is above and beyond the normal practice of education/teaching and learning (for which, as before, no consent is required), and wish to make some changes to the permissions we have previously sought.

There is quite a lot of information included in this letter and it is rather wordy, but we have to ensure that we are meeting the higher expectations of GDPR and have used a template for the wording we need to use.

This form explains the reasons why and how Eastlea Primary may use images and videos of your child(ren). A copy of this letter is sent to the families of all children new to Eastlea, but if you have more than one child in school here, you do not need to fill in a separate consent form for each child – just include all their names on the one form. **Please read the form thoroughly and outline your agreement as appropriate and return to school asap.**

### Why do we need your consent?

**Eastlea Primary School** requests the consent of parents/carers to use images and videos of their child(ren) for a variety of different purposes.

Without your consent, the school will not use images and videos of your child(ren). Similarly, if there are only certain conditions under which you would like images and videos of your child(ren) 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 child?

**Eastlea Primary School** uses images and videos of pupils as part of school displays to celebrate school life and pupils' achievements; to promote the school on the school's website; to share updates on the school Facebook/class Twitter pages; and for other publicity purposes in printed publications, such as newspapers.

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

**Eastlea Primary School** may take images or videos of individual pupils and groups of pupils to use on the school website, on the school Facebook/class Twitter pages, in school prospectuses and other printed publications, such as a newsletter. Assessment tools such as Tapestry and Seesaw may also include images and videos.

### Who else uses images and videos of your child?

It is common that the school is visited by local media and press, who take images or videos of school events, such as school productions or special assemblies/events. Pupils 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 children:

- **Local newspapers/media outlets**
- **Education institutions with which we are linked e.g. other Cramlington schools shared sports events - sports partnership newsletter, author visits etc.**

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

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### **What are the conditions of use?**

- This consent form is valid from **when it is returned until your child / children leave Eastlea.**
- It is the responsibility of parents/carers 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 pupil in an image or video, on our website, on the school Facebook/class Twitter pages, 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 pupils and teachers that have been drawn by pupils.
- The school may use work created by pupils.
- 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 pupils who are suitably dressed, i.e. it would not be suitable to display an image of a pupil inappropriately clad in swimwear.
- The school will invite professional photographers to take images of your child which are available to purchase annually.

### **Refreshing your consent**

- This form is valid from **when it is returned until your child / children leave school.**

Consent will 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 which will be used to share pupil images and videos
- Changes to a pupil's circumstances, e.g. safeguarding requirements mean a pupil'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. A new form will be supplied to you to amend your consent accordingly and provide a signature.

### **Withdrawing your consent**

Parents/Carers 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 Head Teacher. Further copies of this form can be obtained from the school office.

We are happy to discuss any further queries you may have about GDPR or consent for use of photos/images in school. These questions can either be addressed to Miss Beeston (Head Teacher) or to Mrs Atkinson (Eastlea E-safety Coordinator). We ask for your support with helping us to adhere to the new national legislation.

Thank you,

Miss E Beeston and Mrs S Atkinson

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Please read the following conditions thoroughly and provide your consent as appropriate by ticking either 'Yes' or 'No' for each criteria. Then return this form to school as soon as possible.

Name of pupil(s):	
Year(s)/ Class:	

The school will **only** publish images and videos of your child(ren) for the conditions that you provide consent for.

I provide consent to:	Yes	No
<b>Parentmail</b> – <i>Although this is an essential element of our home school communication system</i> we require permission to send you reminder texts via this app to send updates about any school visits, reminders about money owed or to let you know of any up coming events.		
Using images of my child(ren) in marketing material, e.g. the school brochure and prospectus.		
Using images of my child(ren) on the school website.		
Using images of my child(ren) on social media and/or in the local media to publicise school events and activities, including the following: <ul style="list-style-type: none"> <li>- Our school Facebook page</li> <li>- Class Twitter pages</li> <li>- School Sports Partnership Facebook page</li> <li>- Facebook pages of the local press</li> </ul> The children will not be named on any of these publications and they will be group shots.		

## Declaration

I, \_\_\_\_\_ (name of parent/carer), understand:

- Why my consent is required.
- The reasons why **Eastlea Primary School** uses images and videos of my child.
- Which other organisations may use images and videos of my child.
- The conditions under which the school uses images and videos of my child.
- I have provided my consent above as appropriate, and the school will use images and videos of my child(ren) in line with my requirements.
- 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 **Head Teacher**.

Name of  
parent/carer: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_