



Dear Parent/Carer,

Images and videos parental consent form

National guidelines for data protection which came into effect from May 2018 involved changes in national legislation to enhance the previous laws which ensure that all data is kept as safely 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). We are also seeking to simplify the permissions we have previously sought to make things clearer for parents and staff.

There is still 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.

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 provided for all Eastlea pupils. **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 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 page and for other publicity purposes such as news media.

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.

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 children taking part in school events and activities. Images of pupils posted on the school's website/Facebook page may also be shared and used by others who access these platforms, e.g. workshop providers, other schools who take part in shared events with Eastlea.

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

What are the conditions of use?

- This consent form is valid from **when it is returned until your child leaves 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 page or any other printed publications.
- The school will not include personal emails, postal addresses or telephone numbers on images or videos on our website, in 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 individual images of your child/family groups which are available to purchase annually. Separate permission is asked for your child to be included on class photos taken by professional photographers each year.

Refreshing your consent

- This form is valid from **when it is returned until your child leaves the 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 continue to adhere to the requirements of national legislation.

Thank you,

Miss E Beeston and Mrs S Atkinson



Eastlea Primary: Images and videos parental consent form

School Communication systems such as **Parentmail**, **Tapestry** and **Seesaw** will be used to send you reminders, updates about school events, advance notice of dates for the diary, reminders about payments that are owed etc.

In addition to this, the school will **only** publish images and videos of your child(ren) for the conditions that you provide consent for. 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:	
Class:	

I provide consent to:	Yes	No
Using images of my child on Facebook and the school website.		
Using images of my child in the class photos taken annually by a professional photographer, usually in the summer term.		

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 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: _____