

September 2020

Dear Parent/Carer

USING IMAGES OF CHILDREN

Unfortunately, we live in an age in which digital technology has vastly increased the use, and potential misuse, of photography, and there has been publicity surrounding concern about the safety of filming school events, and about the risk of a child being identified by a photograph in the local press, and as a result being targeted for abuse. Schools have accordingly been advised that we need to ask you for your consent to any photographs of your child while at school. I am therefore writing to parents of children new to the school to inform you of our position concerning this. When you have read this letter, please fill in and return the form attached to let us know your wishes in respect of your child.

Generally, photographs for school and family use, and those that appear in the press, are a source of pleasure and pride, which we believe can enhance self esteem for children and young people, and their families, and so are to be welcomed. On advice from the Kent Police and the Kent Local Authority, this school has taken the view that the risk of a child being identified by a stranger is so small that, providing reasonable steps are in place in terms of school security, planning to ensure an appropriate photograph, and to protect the contact details of children, the practice of photography for school events and the media, should continue. In any case, the widespread use of mobile telephones as digital cameras would make banning virtually impossible to impose and police.

We are mindful of the fact that for some families, there may be reasons why a child's identification is a matter of particular anxiety, and if you have special circumstances either now, or at any time in the future which would affect or change your consent on this issue, you need to let Pupil Services know.

You may want to discuss and consult with your child about the categories of consent. Please complete and return the form attached to Pupil Services as soon as possible. Unless you advise us of any changes, this letter will remain current for the duration of your child's time at this school.

Should you wish to discuss this matter further, please do not hesitate to contact me.

Yours faithfully



Ms K Greig
Executive Headteacher



Mrs V Willis
Headteacher

Using images of children

To Parent/Carer of: _____ (Child's Name)

Occasionally, we may take photographs of the children at our school. We may use these images in our school prospectus or in other printed publications that we produce, as well as on our website. We may also make video or webcam recordings for school-to-school conferences, monitoring or other educational use.

From time to time, our school may be visited by the media who will take photographs or film footage of a visiting dignitary or other high profile event. Pupils will often appear in these images, which may appear in local or national newspapers, or on televised news programmes.

To comply with the Data Protection Act 1998, we need your permission before we can photograph or make any recordings of your child. Please answer questions 1 – 4 below, then sign and date the form where shown.

PLEASE RETURN THE COMPLETED FORM TO PUPIL SERVICES AT THE SCHOOL AS SOON AS POSSIBLE

Please circle your answer

- | | | |
|----|---|-----------------|
| 1. | May we use your child's photograph (unidentified) in the school prospectus and other printed publications that we produce for promotional purposes? | Yes / No |
| 2. | May we use your child's image (unidentified) or on our website? | Yes / No |
| 3. | May we record your child's image (unidentified) on video or webcam? | Yes / No |
| 4. | Do you consent to your child being photographed or filmed in press events agreed by the school? | Yes / No |
| 5. | Do you consent to your child's name being published with a press photograph? | Yes / No |

Please note that websites can be viewed throughout the world and not just in the United Kingdom where UK law applies.

Unidentified above means we will only use the first name.

Please also note that the conditions for use of these photographs are on the back of this form.

I have read and understood the conditions of use on the back of this form.

Parent's/Carer's signature _____ Date: _____

Conditions of school use

1. This form is valid for seven years from the date you sign it, or for the period of time your child attends this school. The consent will automatically expire after this time. It is your responsibility to let us know if you want to withdraw or change your agreement at any time.
2. We, the school, will not use the personal details or full names (which means first name **and** surname) of any child in a photographic image on video, on our website, in our school prospectus or in any of our other printed publications (unless you have indicated otherwise).
3. We will not include personal e-mail or postal addresses, or telephone or fax numbers on video, on our website, in our school prospectus or in any of our other printed publications.
4. If we use photographs of individual pupils, we will not use the name of that child in the accompanying text or photo caption, unless we have your agreement.
5. As the child's parents/guardian, we understand and agree that if we take photographs or video recordings of our child/ren which include other students, we will use these for personal and family use only. I/we understand that where consent has not been obtained from the other parents/carers for any other use, we would be in breach of the Data Protection Act 1998 if we used our recordings/images for any wider purpose.