

Dear Parent/carers,

Parental Consent for Images

This letter explains why we will need to ask for your consent before we are able to take and use photographs of your child during their time at Shoreham Academy.

Generally, photographs are a source of pleasure and pride. We believe that the taking and use of photographs can enhance the self-esteem of children and their families and therefore is something to be welcomed and appreciated.

We may take photographs for a number of reasons whilst your child is with us, including:

- documenting and recording education activities
- recording their learning and development progress
- recording special events and achievements
- for identification on our key management information systems

We will also encourage children to be active learners, and to become involved in using cameras themselves by taking photos of their surroundings, activities and of each other. We do however recognise that with increased use of technologies, particularly digitally and online, the potential for misuse has become greater and we understand that this can give rise to concern. We will therefore endeavour to put effective safeguards in place to protect children and young people by minimising risk.

We are mindful of the fact that some families may have reasons why protecting a child's identity is a matter of particular anxiety. If you have special circumstances either now or at any time in the future which would affect your position regarding consent, please let us know immediately in writing.

Our full image use policy is on the website in the policies section. We include the safe use of cameras and images as part of our E-Safety Policy, which you are also welcome to view on the website.

To comply with the General Data Protection Regulation Act (GDPR) 2018, we need your explicit consent before we can make and use photographs or any recordings of your child. If your child is old enough to express their own view, you may want to consult with them about categories of consent, and we invite you to use this letter to explore their feelings about being photographed at the setting. The only exception where we do not require consent is for photo identification on our management information systems.

Please read and complete the attached forms and do not hesitate to contact me should you have any queries.

Yours sincerely,



Jim Coupe
Principal



Parental Consent for Images - Conditions of Use

- This form is valid for the period of time your child attends the academy. The consent will automatically expire after this time. We will not re-use any individual photographs or recordings after your child leaves the setting without additional consent.
- We will not use the personal details or full names (which means first name and surname) of any child or adult in a photographic image, on video/DVD, on our website, in our prospectus or in any of our other printed publications.
- We will not include personal addresses, emails, telephone numbers, fax numbers on video, on our website, in our prospectus or in other printed publications.
- If we use photographs of individual children, then we will not use the full name of that child in the accompanying text or photo caption. If we use the full name of a child in any text, then we will not use a photograph of that child to accompany the article unless we have explicit permission from parents for an individual reason.
- We may include pictures children and staff that have been drawn by the children.
- We may use group photographs or footage with general labels, such as 'making Christmas decorations'.
- We will only use images of children who are suitably dressed.
- We will discuss the use of images with children in an age-appropriate way to role model positive behaviour.
- This consent can be withdrawn by parent/carer at any time by informing the academy in writing.



Parental consent to use student photos and videos (images) for promotion

Images are a way for us to celebrate achievement, keep parents and communities informed about our activities, and raise our profile. Parents and families and the children themselves often derive great pleasure from seeing their loved ones in print or on a website.

- Images may be included in print or digital media. Examples might include: printed publications; websites; adverts; in communications channels such as newsletters or social media; as part of wall displays; or to accompany stories in the media.
- Children's full names will not be associated with photographs except where directly relevant. For example: where the child has won a major competition.
- Images will only be used for promotional purposes with the consent of parents / carers.

I [parent/carer name] _____ grant permission for you to capture images of my child for use in publicity and communications by Shoreham Academy and United Learning. I confirm that I have read the privacy notice, and I understand that it may not always be possible to recall existing images of my child from circulation if I withdraw consent at a later date.

Student name _____

Parent/Carer name _____

Relationship to child _____

Signed _____

Date _____

You have the right to withdraw your consent at any time. You can do so by contacting info@shoreham-academy.org . Should you withdraw your consent, no further images of the student concerned will be captured for use in publicity. Please note that images already in circulation cannot be withdrawn.

The data controller for personal information held by Shoreham Academy is United Learning Trust (ULT). ULT is registered with the Information Commissioner's Office (ICO). The registration number is Z7415170. The Company Secretary is responsible for ensuring that ULT complies with the Data Protection Law. They can be contacted on company.secretary@unitedlearning.org.uk or 01832 864538.

Please note that Shoreham Academy and United Learning take images (including photographs and video) for a number of other purposes. These purposes and the lawful basis for processing those images are identified in our Image use policy.