

Dear Parent/carer

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



Principal: Jim Coupe

Kingston Lane
Shoreham-by-Sea
West Sussex
BN43 6YT
t 01273 274100
e enquiries@shoreham-academy.org
w www.shoreham-academy.org

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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.
- 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.

	Please Circle as Appropriate
May we use your child’s photograph/image in displays around the setting?	Yes / No
May we record your child’s image or use videos for assessments, monitoring or other educational uses within the setting? (these images or recordings will be used internally only)	Yes / No
May we use your child’s photograph/image in our prospectus and other printed publications that we produce for educational and promotional purposes? If consent is withdrawn after production of prospectus and promotional material we are unable to alter these until the end of their life span (2 years).	Yes / No
May we use your child’s image on our website or other electronic communications (Academy VLE Firefly, Twitter, YouTube)?	Yes / No
May we record your child’s image on webcam for appropriate curriculum purposes?	Yes / No
Are you happy for your child to appear in the media e.g. if a newspaper photographer or television film crew attend an event organised by the setting?	Yes / No
Are you happy for the academy to print images of your child electronically	Yes / No

I have read and understood the conditions of use and I am aware of the following:

- Websites can be viewed throughout the world and not just in the United Kingdom where UK law applies.
- The press are exempt from the Data Protection Act and may want to include the names and personal details of children and adults in the media. In these circumstances we will contact you to ensure you are happy for images to be used.
- I/we will discuss the use of images with our child/ren to obtain their views, if appropriate
- As the child’s parents/guardians, we/I agree that if we/I take photographs or video recordings of our child/ren which include other children then we will only use these for personal use.

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Name of Student:

Parent/Carer Name:

Parent/Carer’s Signature:

Child’s Signature (if appropriate)

Date:

