

Using Images of Children

Allington Primary School

Dear Parent/ Carer,

Consent for the use of photographic images of children in the school

This letter explains why we need to ask you for your consent to any photographs of your child while at Allington Primary School. When you have read the letter, you should fill in and return the form attached to let us know your wishes.

Generally, photographs for the school and family use, and those that appear in the press are a source of pleasure and pride. We believe they can enhance self-esteem for children and young people and their families and so are to be welcomed.

However, 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.

On advice from the Kent Police, the Kent local Authority and others, we have 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 full name and contact details of children, the practice of photography for school events by families 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.

The DCSF broad rule of thumb for an academy is that "if the pupil is named, avoid using the photograph. If the photograph is used, avoid naming the pupil". For our own school publications, we will follow this advice for photographs to be used for circulation beyond Allington Primary School. The press however like to reflect the local community by naming children who appear and may decline to photograph events if this facility is denied to them.

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 your child's class teacher know.

If your child is old enough to express their own view, you may want to consult with them about the categories of consent and we invite you to use this letter to explore their feelings about being photographed at school.

Please complete the form attached.

Yours faithfully,



Mrs Howson
Head of School

Occasionally, we may take photographs of the children at Allington Primary School. We may use these images in to evidence learning in children’s books, as a celebration of learning on display, in our school prospectus or in other printed publications that we produce, as well as on our school Twitter feed and our website. We may also make video or webcam recordings for video conferences with other schools, monitoring or other educational use.

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

Additionally, we may invite visitors from organisations such as the Fire Service, Waitrose or indeed a drama company, to provide enrichment opportunities for the children. During these visits, the organisation may take photos for their own use (this may be promotional or for the purpose of collecting evidence of their work). Information regarding these companies’ GDPR compliance will be available from them. Where there is no evidence of compliance, they will not be permitted to take photographs/ videos on site.

To comply with the General Data Protection Regulations, we need your permission before we can photograph or make any recordings of your child. Please answer questions 1 to 10 below, then sign and date the form where shown.

1	May we use your child’s photo in classroom displays and in his/ her record of achievement?	Yes/ No
2	Do you agree to your child being photographed/ videoed during class assemblies/ Christmas productions/ concerts/ school trips etc? These photos would be not be for publication on social media (Please note that if you refuse no-one will be permitted to photograph/ video the event)	Yes/ No
3	May we use your child’s photograph (unidentified) in the school newsletter, prospectus and other printed publications that we produce for promotional purposes?	Yes/ No
4	May we use your child’s image (unidentified) on our website?	Yes/ No
5	May we use your child’s image (unidentified) on the Twitter feed?	Yes/ No
6	May we record your child’s image (unidentified) on video?	Yes/ No
7	Do you consent to your child being photographed or filmed in press events agreed by the school?	Yes/ No
8	Do you consent to your child’s full name being published with a press photograph? (At present, some local newspapers will not agree to publish a photograph without a full name)	Yes/ No
9	Do you consent to your child being photographed or filmed by visitors to the school during enrichment opportunities arranged agreed by the school?	Yes/ No
10	Do you consent to your child being photographed by the school photographer (Matt Walker photography) - used twice yearly for professional photographs, available to purchase.	Yes/ No

Please note:
 Websites can be viewed throughout the world and not just in the United Kingdom where UK law applies.
 Twitter is password protected, with passwords only given to the members of staff within the school.
Unidentified above means we will only use the first name and surname initial.
 Please also note that the conditions for use of these photographs are on the back of this form.

In accordance with GDPR, I give permission for my child to have their photograph and video taken during his/her primary school years as indicated above.

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

Name of child: _____ **Class:** _____

Signature of person with legal responsibility: _____ **Date:** _____

Consent may be withdrawn or amended at any time. Please make any requests in writing to the school office.

Conditions of school use

1. This form is valid from the date you sign and for the period of time your child attends Allington Primary 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. After the period of consent expires, the school will not use the images in further publicity material. However, the school may retain the images in an archive and would always endeavour to seek consent for any future use, such as centenary celebration pamphlets.
2. We, Allington Primary School, will not use the personal details or full names of any child in a photographic image on video, on our website, on Twitter, in our school prospectus or in any of our other printed publications.
3. We will not include personal e-mail or postal addresses or telephone or fax numbers on video, on our website, on the Twitter, in our school prospectus or in 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. If we name a pupil in the text, we will not use a photograph of that child to accompany the article.
6. We may include pictures of pupils and teachers that have been drawn by the pupils.
7. We may use group or class photographs or footage with very general labels, such as “a science lesson” or “making Christmas decorations”.
8. We will only use images of pupils who are suitably dressed, to reduce the risk of such images being used inappropriately.
9. Where group images have been taken, your child’s photo may appear in another child’s learning.
10. As the child’s parent/ guardian, we agree that if we take photographs or video recordings of our child/ren, which include other pupils, we will use these for personal and family use only. I/ we understand that where consent has not been obtained from the other parents for any other use, we would be in breach of the Data Protection Act 1998 if we used our recordings for any wider purpose.