



## Use of Digital / Video Images

The use of digital / video images plays an important part in learning activities. Pupils and members of staff may use digital cameras to record evidence of activities in lessons and out of school. These images may then be used in presentations in subsequent lessons.

Images may also be used to celebrate success through their publication in newsletters, on the school website and occasionally in the public media,

The school will comply with the Data Protection Act and request parents / carers permission before taking images of members of the school. We will also ensure that when images are published that the young people cannot be identified by the use of their names.

In accordance with guidance from the Information Commissioner's Office, parents / carers are welcome to take videos and digital images of their children at school events for their own personal use (as such use is not covered by the Data Protection Act). To respect everyone's privacy and in some cases protection, these images should not be published / made publicly available on social networking sites, nor should parents / carers comment on any activities involving other *students / pupils* in the digital / video images.

Parents / carers are requested to sign the permission form below to allow the school to take and use images of their children and for the parents / carers to agree.

### Digital / Video Images Permission Form

Parent / Carers Name

Pupil Name

As the parent / carer of the above *pupil*, I agree to the school taking and using digital / video images of my child / children. I understand that the images will only be used to support learning activities or in publicity that reasonably celebrates success and promotes the work of the school.

Yes / No

I agree that if I take digital or video images at, or of, – school events which include images of children, other than my own, I will abide by these guidelines in my use of these images.

Yes / No

Signed

Date

## **Conditions of Use**

1. The school will retain the consent form which is valid for the period that your child attends the school. Your consent will automatically expire after this time and no new images of your child will be used thereafter.
2. 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, on our website, in the 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, in our school prospectus or in other printed publications
4. If we use photographs of individual pupils, we will not use the full name of that child in any accompanying text or caption
5. If we use the full name of a pupil in the text, we will not use a photograph of that child to accompany the article
6. We may use group or class photographs or footage with very general labels, such as 'a science lesson'
7. We will only use appropriate images of pupils who are suitably dressed
8. Parents / Carers should note that websites can be viewed throughout the world and not just in the United Kingdom, where the UK law applies

## **Notes on Use of Images by the Media**

If you give permission for your child's image to be used by the media then you should be aware that:

- The media will want to use any printed or broadcast media pictures that they take alongside the relevant story;
- It is likely that they will wish to publish the child's name, age and the school name in the caption for the picture (possible exceptions to this are large group or team photographs);
- It is possible that the newspaper will re-publish the story on their website, or distribute it more widely to other newspapers or media organisations