

## Photography and video parent/carer information and consent form

This information explains the reasons why and how **Ormiston Chadwick Academy** and **the sponsor\*** may take and use photographs and videos of your child. Please read the information thoroughly and outline your agreement as appropriate by completing the consent form on pages 2 and 3

### **Why do we need your consent?**

We request the consent of parents/carers to take and use photographs and videos of your child for a variety of different purposes. Without your consent, we will not take and use photographs and videos of your child.

### **Why do you we take and use photographs and videos of your child?**

We use photographs and videos of pupils as part of school displays to celebrate school life and pupils' achievements; to promote on social media, websites; and for other publicity purposes in printed publications, such as newspapers and journals.

Where we use images of individual pupils, the full name of the pupil **will not** be displayed and not used in such a way that the pupil can be identified, unless permission is sought and given. However, a first name may be used if appropriate to do so.

### **Who else takes and uses images and videos of your child?**

It is common for the school to be visited by local media/press and other approved organisations, who take photographs or videos of school events, such as sports days. Pupils will appear in these images and videos, and these may be published in local or national newspapers, social media or websites. Additional consent will need to be sought by these organisations.

### **What are the conditions of use?**

- This consent form is valid for the duration your child attends the school and for a period two years after a child leaves the school. If further use is required, consent will be required.
- The photographs and videos taken are stored securely and when they are no longer required, they are disposed of safely and securely.
- It is the responsibility of parents/carers to inform the school, in writing, if consent needs to be withdrawn or amended.
- We will not use the personal details or full names of any pupil in any photograph or video, on websites, social media, in prospectuses or any other printed publications, unless additional consent is given.
- We will not include personal emails or postal addresses on photographs or videos, on our websites, social media or printed publications.
- We may use pictures/work created by pupils on display boards inside and/or outside of school e.g. in the local supermarket.
- We may use group or class photographs or videos with general labels, e.g. 'sports day'.
- We may use individual or group photographs and videos taken on school trips/visits if consent is given on the consent form. We will not ask again prior to a trip or visit.
- We will only use photographs and videos of pupils who are suitably dressed.
- We will take class images of your child which are available to purchase annually (if applicable).

*\*In this document, **the sponsor** refers collectively to Ormiston Trust (OT), Ormiston Academies Trust (OAT), The OAKS (The Ormiston and Keele SCITT) and the Ormiston network of academies.*

**Photography and videos parental/carer consent form (to be completed by *insert date*)**

Please read the consent form thoroughly and complete - stating what photography and videos you consent to us taking and publishing of your child.

Please tick either 'Yes' or 'No' for each criterion below:

<b>I provide consent to:</b>	<b>Yes</b>	<b>No</b>
Taking and using photographs and videos of my child on any managed and maintained school and/or sponsor websites.		
Taking and using photographs and videos of my child on social media, including, but not limited to, Facebook, Twitter, Instagram, LinkedIn.		
Taking and using photographs and videos on <i>internal</i> displays such as posters, screens, noticeboards or otherwise, that can only be seen by approved visitors, staff and pupils.		
Taking and using photographs and videos on <i>external</i> displays such as posters, screens, noticeboards or otherwise, that can be seen by members of the public.		
Taking and using photographs and videos of my child for promotional materials, such as prospectus, brochures, fliers or other materials.		
Taking and using photographs and videos of my child for use in local, regional and national media. This may include newspapers, TV, any respective websites and social media.		
Sharing my child's data with a school-appointed external photography company for official school photography. This includes the following: <ul style="list-style-type: none"> <li>▪ Name</li> <li>▪ Class</li> <li>▪ Roll number</li> </ul>		

**Refreshing your consent**

This form is valid for the duration of time your child is at the school and for a period of two years after they leave. It will only be refreshed where any changes to circumstances occur – this can include, but is not limited to, the following:

- New requirements for consent, e.g. an additional social media account will be used to share pupil photographs and videos.
- Changes to a pupil's circumstances, e.g. safeguarding requirements mean a pupil's photograph cannot be used.
- Changes to parental consent, e.g. amending the provisions for which consent has been provided.

Where you would like to amend the provisions for which consent has been provided, you must submit your request in writing to the **principal via the school office**. A new form will be supplied to you to amend your consent accordingly and provide a date and signature.

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### **Withdrawing your consent**

You have the right to withdraw your consent at any time. Withdrawing your consent will not affect the legality of processing images or videos that were shared prior to withdrawal; however, we will make every effort to remove images of the pupil where possible, e.g. images of the pupil on the school's website will be removed. If you would like to withdraw your consent, you must submit your request in writing to the **principal via the school office.**

### **Declaration**

#### **I understand:**

- Why my consent is required.
- The reasons why we take and use photographs and videos my child.
- Which other organisations may take and use photographs and videos of my child.
- The conditions under which the school/sponsor uses photographs and videos of my child.
- I have provided my consent above as appropriate, and the school will take and use photographs and videos of my child in line with my requirements.
- Photographs and videos of my child will be kept for two years after they have been produced, even if these include pupils that have left the academy. Additional permission will be sought if required for a longer period e.g. alumni.
- I will be required to refresh consent where any circumstances change.
- I can withdraw my consent at any time and must do so in writing to the **principal via the school office**

*Please sign and date the consent form and return to the school office no later than **[insert date]**.*

I, ----- (**name of parent**), understand.

Date and signature-----

I, ----- (**name of pupil**), understand.

Date and signature-----

If you have any questions regarding this form or need help understanding what it all means, or translating it, please do not hesitate to contact the school office [info@ocacademy.co.uk](mailto:info@ocacademy.co.uk)  
or 0151 424 5038

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