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**Use of images on websites and social media**



With increased use of the school's website and our proposal to start a twitter account to celebrate good news and success stories, I am writing to you to further inform you of the way in which photos across the Hazeldene/Castle/Newnham Federation may potentially be used.



Examples of how digital photography and videos may be used within the federation include:

- Your child being photographed (by a teacher or teaching assistant) as part of a learning activity e.g. taking photos or a video of progress made as part of the learning record, and then sharing with the parent/guardian through e mails.
- Images / video clips from key events / WOW days to share good news and celebrate success through social media / websites.
- Your child's image being used for presentation purposes around the federated schools; e.g. in the class or wider school wall displays or presentations (e.g. open evening).
- Your child's image being used in a presentation about the federation and its work in order to share good practice and celebrate achievements, which may be shown to other parents, schools or educators; e.g. in a video/ CDROM/ documents sharing good practice; in our prospectus, on our web site or on school social media sites.
- Your child's picture could appear in the media or newspaper if they are photographed at an event.



To comply with the Data Protection Act 1988, we need your permission before we can photograph or make any recordings of your child. Please answer the questions below, then sign and date the form where shown and return the completed form to the school.



- May we use your child's photograph in the school Prospectus and other printed publications that we produce for promotional purposes?
- May we use your child's image on our website?
- May we record your child's image on video or Webcam?
- Are you happy for your child to appear on **our federated schools** social media sites?

*Please circle your answer*  
**Yes / No**

**Yes / No**  
**Yes / No**  
**Yes / No**



*Please note that websites can be viewed throughout the world and not just in the United Kingdom where UK law applies.*



*Please note that the conditions for use of these photographs are on the back of this form.*

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

Name of child: \_\_\_\_\_



Parent's or guardian's signature: \_\_\_\_\_ Date: \_\_\_\_\_



Name (capitals): \_\_\_\_\_



## Conditions of use

This form is valid from the date you sign it for the period of time your child attends this school. The consent will automatically expire after this time.

We will not re-use any photographs or recordings after your child leaves this school.

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 our school prospectus or in any of our other printed publications.

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.

If we use photographs of individual pupils, we will not use the name of that child in the accompanying text or photo caption.

If we name a pupil in the text, we will not use a photograph of that child to accompany the article.

We may include pictures of pupils and teachers that have been drawn by the pupils.

We may use group or class photographs or footage with very general labels, such as 'a science lesson' or 'making Christmas decorations'.

We will only use images of pupils who are suitably dressed, to reduce the risk of such images being used inappropriately.

If you wish to attend school functions and take photographs of your and other people's children please take appropriate images, be sensitive to other people and try not to interrupt or disrupt concerts, performances and events. We request that all images that are taken are kept for parents own private use and are NOT put on personal social media sites. Eg facebook.

**Please note that on some school occasion's photography may not be allowed.**

We also ask that **no** parents, children or members of staff are named in any way on social media sites in any capacity.