

# Calveley Primary Academy

Calveley Green Lane, Calveley, Tarporley, Cheshire. CW6 9LE



## Use of Photographic Images 2021/22

### Images and videos parental consent form

This form explains the reasons why and how Calveley Primary Academy may use images and videos of your child. Please read the form thoroughly and outline your agreement as appropriate.

### Why do we need your consent?

Calveley Primary Academy requests the consent of parents on an annual basis to use images and videos of their child for a variety of different purposes.

Without your consent, the school will not use images and videos of your child. Similarly, if there are only certain conditions under which you would like images and videos of your child to be used, the school will abide by the conditions you outline in this form.

### Why do you we use images and videos of your child?

Calveley Primary Academy uses images and videos of pupils as part of school displays to celebrate school life and pupils' achievements; to promote the school on social media and on the school's website; as part of the admissions process and for other publicity purposes in printed publications, such as newspapers.

Where the school uses images of individual pupils, the name of the pupil **will not** be disclosed. Where an individual pupil is named in a written publication, a photograph of the pupil **will not** be used to accompany the text.

If, for example, a pupil has won an award and their parent would like their name to be published alongside their image, **separate consent** will be obtained prior to this.

Calveley Primary Academy may take images or videos of individual pupils and groups of pupils to use on social media, the school website, in school prospectuses and other printed publications, such as a newsletter.

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

It is common that the school is visited by local media and press, who take images 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, or on approved websites.

Where any organisations other than those above intend to use images or videos of your child, **additional consent** will be sought before any image or video is used.

## What are the conditions of use?

- This consent form is valid for the 2021/22 academic year.
- It is the responsibility of parents to inform the school, in writing, if consent needs to be withdrawn or amended.
- The school will not use the personal details or full names of any pupil in an image or video, on our website, in our school prospectuses or any other printed publications.
- The school will not include personal emails or postal addresses, telephone or fax numbers on images or videos on our website, in our school prospectuses or any other printed publications.
- The school may use pictures of pupils and teachers that have been drawn by pupils.
- The school may use work created by pupils.
- The school may use group or class images or videos with general labels, e.g. 'sports day'.
- The school will only use images and videos of pupils who are suitably dressed, i.e. it would not be suitable to display an image of a pupil in swimwear.
- The school will take class images of your child which are available to purchase annually.

## Information Technology

New technologies have become integral to the lives of children and young people in today's society, both within school and their lives outside school. The internet and other digital information and communication technologies are powerful tools, which open up new opportunities for everyone. These technologies can stimulate discussion, promote creativity and stimulate awareness of context to promote effective learning.

As the parent/carer of the above child, i give permission for my child to have access to the internet and to ICT systems at school.

- I understand that the school will take every reasonable precaution, including monitoring and filtering systems, to ensure that young children will be safe when they uses the internet and ICT systems. I also understand that the school cannot ultimately be held responsible for the nature and content of materials accessed on the internet and using mobile technologies.
- I understand that my child's activity on the ICT system will be monitored and that the school will contact me if they have concerns about any possible breaches of the acceptable use policy.
- I will encourage my child to adopt the safe use of the internet and digital technologies at home and will inform the school if i have concerns over my child E-Safety.

Signed \_\_\_\_\_ Parent/ Guardian    Date \_\_\_\_\_

## Providing your consent

Please read the following conditions thoroughly and provide your consent as appropriate by ticking either 'Yes' or leaving blank for each criteria.

The school will **only** publish images and videos of your child for the conditions that you provide consent for.

**Child's name:** \_\_\_\_\_

I provide consent to:	Yes
Using an image of my child on the school's admission system SIMS	
Using images and videos of my child on the school website.	
Using images and videos of my child on social media, including the following: <ul style="list-style-type: none"><li>• Twitter</li><li>• Facebook</li></ul>	
The local media using images or videos of my child to publicise school events and activities ( <b>only</b> the organisations outlined above).	
Using images of my child in marketing material, e.g. the school brochure and prospectus.	
A photography company (Tempest Photography) taking images of my child	
Using images of my child individually or in a group in school displays to record an achievement or special event	

## Declaration

I, \_\_\_\_\_ (name of parent), understand:

- Why my consent is required.
- The reasons why Calveley Primary Academy uses images and videos of my child.
- Which other organisations may use images and videos of my child.
- The conditions under which the school uses images and videos of my child.
- I have provided my consent above as appropriate, and the school will use images and videos of my child in line with my requirements.
- I will be required to re-provide consent where any circumstances change.
- I can amend or withdraw my consent at any time and must do so in writing to the Head of School.

Signed \_\_\_\_\_ Parent/ Guardian Date \_\_\_\_\_

## **Refreshing your consent**

This form is valid for the entire academic year, 2020/21 – it will be updated on an annual basis. Parents are required to fill in a new form for their child every academic year.

Consent will also 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 images and videos
- Changes to a pupil's circumstances, e.g. safeguarding requirements mean a pupil's image cannot be used
- Changes to parental consent, e.g. amending the provisions for which consent has been provided for

Where you would like to amend the provisions for which consent has been provided, you must submit your request in writing to the Head of School. A new form will be supplied to you to amend your consent accordingly and provide a signature.

## **Withdrawing your consent**

Parents have the right to withdraw their consent at any time. Withdrawing your consent will not affect any images or videos that have been shared prior to withdrawal.

If you would like to withdraw your consent, you must submit your request in writing to the Head of School.

If you have any questions regarding this form, please do not hesitate to contact the Head of School [head@calveleyprimary.cheshire.sch.uk](mailto:head@calveleyprimary.cheshire.sch.uk)