

## Use of Digital Images – Photography and Videos

To comply with the General Data Protection Regulations (GDPR) changes, we need to make you aware of the circumstances in which your child will be photographed or filmed at school and the reasons why digital images will be taken. We will take photographs of, or film, your child for internal use and to support for, or provide evidence of, your child's learning.

We take photographs and videos in school to provide evidence of learning and for administrative purposes (identity management). Our school cannot function without this personal data so we are not legally required to request parental consent to use it securely within school. Pupil's photographs might be used on the school's display boards to contribute to our creative and inspiring learning environment. Display boards might be viewed by school visitors.

We do require parental consent to take and share photographs for other purposes. We might, with permission share photos and videos to celebrate our pupils' achievements and keep our school community informed of events and activities. We might also share, with permission, photos and videos on our websites, social media to communicate our values and create a more inspiring learning environment. We will never share children's names on our websites or social media. When we share an image on our website or social media, we make sure that it is not linked to a name or other personal information that could be used to easily identify a child. If names appear in comments, we delete them. Posts may, however, include additional information about an achievement or piece of work that is associated with the child/children in the photograph.

Where displaying examples of pupils work we only use their first names, rather than their full names. If displaying digital video work to an external audience, we take care to ensure that pupils are not referred to by name on the video, and that pupils' full names aren't given in credits at the end of the film. Only images of pupils in suitable dress are used. Staff are not allowed to take photographs or videos on their personal equipment.

We follow the rules for any external use of digital images:

- If the pupil is named, we avoid using their photograph.
- If their photograph is used, we avoid naming the pupil.

Some examples of how digital photography and video of your child's image could be used **internally** in our school include:

- Your child being photographed (by the classroom teacher, teaching assistant or another child) as part of a learning activity (e.g. photographing children at work and then sharing the pictures on the Interactive whiteboard in the classroom allowing the children to see their work)
- To share evidence of learning or progress with parent/carers or to illustrate a particular achievement
- For presentation purposes around the school (e.g. in school wall displays and presentations as part of a project or lesson)
- For administrative record keeping on SIMS or in pupil personalised plans

Some examples of how digital photography and video of your child's image might be used **externally** in our school include:

- A presentation about the school and its work in order to share good practice and celebrate achievement, shown to other parents, schools or educators (by video or in a document)
- In our school prospectus or on our school website.
- In a newspaper article about an event or activity in the school where school staff or a media photographer takes the photograph.
- On the school Twitter account or other social media to promote the work of the school and to share information with parents/carers on their child's school day.
- On a photograph taken by another parent at a whole school event or performance.

We would like to share your child's photo, without a name attached, in the ways listed below. To give your consent, please tick the boxes below and sign this document.

**On the school website**

Images may remain in place beyond the time your child has left our school

**On social media (Twitter), to celebrate achievements**

Images will remain in place beyond the time your child has left our school

**In the press, such as the local newspaper**

Images will remain available beyond the time your child has left our school  
(if a name is requested to accompany a photograph, we will contact you to seek consent)



I give consent for my child to be photographed / videoed by the school and for these images to be shared as indicated above.

Parent's signature: ..... Date: .....

Parent's name: .....

Child's name: ..... Class: .....

You may withdraw consent at any time. Please contact the School Office if you wish to arrange this.