

---

**January 2024**

**Dear Member of Staff**

**Re: Photographs and Images Permission**

The UK General Data Protection Regulation came into force from the 25<sup>th</sup> May 2018. This placed additional obligations on organisations which affects how they handle personal data. We take cyber security and data protection very seriously and we have put steps in place within our organisation to ensure we maintain secure and compliant systems.

As a school, we regularly use photographs to show how our pupils and the school as a whole develop. Images can also help us illustrate and communicate with parents about upcoming events and can help advertise and market the school to prospective parents and pupils.

We are also aware that parents and pupils really enjoy being able to see their images including members of staff.

There are a number of instances when the school may take photos, specifically: -

- We publish photos on the school's website to promote the school to current and prospective parents as well as providing updates on current events;
  - We publish photos on our social media accounts [such as Facebook, Twitter, Instagram] to provide updates on events and news within the school. The school ensure that its privacy settings are such to limit viewing of photos to followers of the school accounts (as approved by the school);
  - From time to time we put videos on our You Tube channels which can be seen by subscribers to our channel;
  - Within our newsletters, we may provide photos of recent events or achievements from our pupils;
  - In order to promote the school, we send out prospectuses, flyers, leaflets and brochures, which contain images to show life at our school. These will be sent to prospective parents;
  - We may also use other promotional materials such as banners and signs which may contain photographic images for prospective parents to view;
  - We may be visited by the media who will take photographs or film footage of events. Staff will sometimes appear in these images, which may then be published in local or national newspapers, in televised news programmes and on social media sites;
  - We publish photos in and around the school building to illustrate to current pupils and parents life around the school including educational materials and images of recent trips and events. These can be seen from time to time by parents or visitors within the school;
  - In promotional materials to show the history and character of the school to future generations.
- 
- Once a year a school photographer will visit the school and take individual and group/class photos of the children with staff which will be made available to purchase by parents.

We follow guidance as set by data protection legislation (mainly the UK General Data Protection Regulation) as well as guidance set by the Information Commissioner's Office on taking photos in schools and obtaining consent.

The data protection laws gives you rights over you own data.

Usually staff will not be named in the photographs unless they gave specific consent in the first instance.

Consent to using your images will last throughout your time at the school and will continue to apply for a short time after you leave (except for images published for historical purposes which may be kept for an extended period of time to show the history of the school).

We would like to seek your consent to the use of your images and will respect your decisions when publishing photos moving forward.

You can withdraw your consent at any time and can do so by writing to the headteacher asking them to stop using your images. At that point, they will not be used in future publications but we cannot prevent them from continuing to appear in publications already in circulation.

Yours sincerely

P K Sehmi  
**Headteacher**

**RE: Photographs and Images Permission**

*together we shine*



**Name:** ..... **Class** .....

I agree to consent to images of myself being used on the school's: -	Agree	Disagree
Website		
Twitter Feed		
Facebook Page		
Instagram		
YouTube Channel		
Newsletters		
School prospectuses, flyers, leaflets and brochures		
Other promotional material (such as banners, signs and displays)		
Advertising in newspapers and other media		
In and around the school building		
In promotional materials to show the history of the school		
To photographs being taken of myself (individual and group photos) by the school photographer. The group photos will be made available for parents to purchase.		

I consent to my images being used by the school in the media formats as set out above

Signature:

Date: