



## PHOTOGRAPHIC & VIDEO CONSENT FORM

This form explains the reasons why and how Churchtown Primary School may use images and videos of your child. Please read the form and conditions of use thoroughly and confirm your agreement as appropriate.

Churchtown Primary School requests the consent of parents to use images and videos of your child for a variety of different purposes. This consent form is valid from the day your child starts at Churchtown Primary School up to 5 years after your child has left the School. This additional time is to make sure that images of past pupils may continue to appear in the prospectus, in marketing products and in photographic displays in school for a period of time after your child has left school. These publications are expensive to produce and therefore, may not be updated regularly.

### **Why Do We Need Your Consent**

We regularly take photographs/videos/webcam images of the pupils whilst at Churchtown Primary School or away from the school site to celebrate school life. The school may also employ a professional photography company to take images of pupils. These images may be used primarily for the following purposes;

- Churchtown Primary School & Trust prospectus & other printed publications that we produce such as newsletters
- On our School & Trust websites, Firefly and Academy social media sites, including Facebook, Twitter and Instagram
- On display boards in school and internal television screens
- Occasionally, our school may be visited by the media who may take photographs or video of pupils (e.g. at a high-profile event, to celebrate a particular achievement). Such images may appear in local or national newspapers or on televised news.

CCTV cameras are in place to increase pupil security and video footage may be used in disciplinary matters as per the School CCTV Policy and CCTV System Standard Operating Procedure.



## PHOTOGRAPHIC & VIDEO CONSENT CONDITIONS OF USE (Parent/Carer - Please retain)

This agreement will remain in force from the day your child starts at Churchtown Primary School until 5 years after your child has left the School or until the School is notified in writing by you or your child that consent is no longer given for images/videos of your child to be used by the school.

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.

As in all schools, photographs are also stored on the school internal management system regardless of permission in these cases.

1. Churchtown Primary School 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 the School prospectus or in any of our other printed publications.
2. Churchtown Primary School 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.
3. If we use photographs of individual pupils, we will not use the full name of that pupil in any accompanying text or caption.
4. If we use the full name of a pupil in the text, we will not use a photograph of that child to accompany the article.
5. We may include pictures of pupils and teachers that have been drawn by pupils. We may use group or class photographs or footage with very general labels, such as 'a science lesson'.
6. We will only use images of pupils who are suitably dressed.
7. Parents should note that websites can be viewed throughout the world and not just in the United Kingdom, where UK law applies.
8. We cannot guarantee that a pupil's image will not be captured, especially if the pupil voluntarily places themselves in the frame without alerting staff to their parents' objection.
9. The images will be stored securely and accessed and/or used for an appropriate purpose only by those with authority to do so.

### Notes on Use of Images by the Media

If you give permission for your child's image to be used by the media then you should be aware that:

- The media will want to use any printed or broadcast media pictures that they take alongside the relevant story;
- It is likely that they will wish to publish the child's name, age and the school name in the caption for the picture (possible exceptions to this are large group or team photographs);
- It is possible that the newspaper will re-publish the story on their website, or distribute it more widely to other newspapers or media organisations.
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Name of Pupil: \_\_\_\_\_ Class: \_\_\_\_\_

Year Group: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

I provide consent to:			
1	Using images of my child on the School and Trust websites.	Yes	<input type="radio"/> No <input type="radio"/>
2	Using videos of my child on the School and Trust websites.	Yes	<input type="radio"/> No <input type="radio"/>
3	Using images of my child on social media, including Facebook, Twitter & Instagram.	Yes	<input type="radio"/> No <input type="radio"/>
4	Using videos of my child on social media, including Facebook, Twitter & Instagram.	Yes	<input type="radio"/> No <input type="radio"/>
5	Using images of my child for display on the School and Trust's internal TV screens and photographic displays e.g Star of the Week displays.	Yes	<input type="radio"/> No <input type="radio"/>
6	Using images of my child in marketing material, e.g. the School prospectus and banners.	Yes	<input type="radio"/> No <input type="radio"/>
7	The local media using images of my child to publicise school events and activities.	Yes	<input type="radio"/> No <input type="radio"/>
8	The local media using videos of my child to publicise school events and activities.	Yes	<input type="radio"/> No <input type="radio"/>

**Parent Consent and Declaration:**

I have read and understood the above and the conditions of use attached to this form.  
My decision on whether to give consent will remain valid throughout my child's time at Churchtown primary school and then for a further 5 years, unless I notify the school on the contrary in writing.

- I understand that I may withdraw my consent to any or all of the above at any point by notifying the school in writing to [office@churchtown.org.uk](mailto:office@churchtown.org.uk)
- I understand that any changes made to the consents I grant cannot be applied retrospectively to materials already in print or published online.
- I understand I will automatically be given the opportunity to review my consents and change if required
- Consents given apply for up to a maximum of 5 years after my child has left the school.
- I promise that if I, or members of my family, take photographs or video recordings at a school event, these will be kept for family use only.
- I, or members of my family, will not publish any material online that features an image of any child other than my own.

Parent's or Guardian's signature: \_\_\_\_\_

Name (block capitals please) \_\_\_\_\_

Date: \_\_\_\_\_