

Principal: Ms Annabel Cowling

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Dear Parents/Carers,

Photograph and Video Footage

In light of the new Data Protection Act, we would like to take the opportunity to review all consents in school – a new consent form is attached with this letter.

Taking and using photographs and footage is something the school welcomes and appreciates. We acknowledge that everybody has a view on privacy and confidentiality, and that these vary – some people are private through choice, some through necessity; others do not mind their photos been taken or how they are used.

The digitisation of images and footage, via smartphones and other devices, has made capturing and sharing events easier and accessible to more people. We also recognise the potential for misuse of photographs and footage, especially when taken digitally, and that this can give rise to concern.

Photographs and footage used for academy-based purposes will only be taken by

- authorised personnel (e.g. employees of Keelby Primary Academy),
- photographers engaged by Keelby Primary Academy
- photographers approved by Keelby Primary Academy (e.g. from the local media).

Should anyone indicate that they do not want their image taken, or should they become upset or show signs of distress when an image is about to be taken, no image will be taken.

Circumstances: We recognise that in some cases there may be legitimate reasons why protecting an identity is essential. If you have any special circumstances, or if things change in the future, please let Mrs Foulds or Ms Cowling know immediately.

Rights: The attached form asks you to indicate whether you consent to the use of photographs for certain purpose. You can change your mind at any time, and ask to see any photographs or footage taken.

Please sign and return the enclosed form before we break up for half term. Thank you.

Yours sincerely,

Ms A. Cowling