

PENWORTHAM PRIORY ACADEMY

PHOTOGRAPHIC / VIDEO PARENTAL CONSENT FORM 2020-21

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

Name of Child: **Date of Birth:**

Year / Form:

Occasionally, we may take photographs of the children at our school to celebrate school life, pupils' achievements and to promote the school. These images may be used in our school prospectus, in other publications and marketing materials that we produce, on our school newsletter, website and / or social media pages, or on project display boards in school. We may also make video or webcam recordings for school-to-school conferences, monitoring or other educational use.

Our school may also be visited by the media, who will take photographs or film footage of a high profile event, or to celebrate a particular achievement. Pupils will often appear in these images, which may appear in local or national newspapers, on televised news programmes or on approved websites. **(Conditions of Use for more information on use of images by the media).**

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.

In order that we can protect your child's interests, and to comply with the General Data Protection Regulations **please read the Conditions of Use on the back of this form before confirming the statements below and signing and dating this form.**

I provide consent to:		Yes	No
1	Use my child's photograph in the school prospectus and other marketing literature that school produce for promotional purposes, or in the school newsletter, on project display boards, etc.		
2	Use my child's image on the school website		
3	Use my child's image on the school social media pages		
4	Record my child's image on video to use on the school website		
5	Record my child's image on video to use on the school's social media pages		
6	Allow my child to appear in the media as part of school's involvement in an event (please note Conditions of Use on the back of this form)		
7	Sharing my child's data, such as name, form and admission number, with a school-appointed external photography company for official school images which are available to purchase.		

I have read and understand the Conditions of Use attached to this form.

I have provided publicity consent as indicated above and the school may use images and videos of my child in line with my requirements accordingly.

Signature of Parent/Guardian:

Name of Parent/Guardian (block capitals please):

Date

Please return the completed form to school.

CONDITIONS OF USE

1. This form is valid for the entire academic year 2020-21. We will ask you to review / reconfirm your permissions on an annual basis.
2. It is the responsibility of parents to inform the school, in writing, if consent needs to be withdrawn or amended. You may do this via www.sims-parent.co.uk or by emailing data.protection@pRIORITY.lancs.sch.uk. A new form will be supplied to you to amend your consent accordingly and provide a signature. Withdrawing your consent will not affect any images or videos that have been shared prior to withdrawal.
3. The school will not re-use any photographs or recordings after a reasonable time once your child has left the school without further consent being sought.
4. The school will not use personal details or full names of any pupil in an image or video, on our website / social media pages, in our school prospectus or in other publications and marketing materials.
5. We may include pictures of pupils and teachers that have been drawn by pupils.
6. The school may use work created by pupils.
7. We may use group or class photographs or footage with very general labels, such as 'a science lesson'.
8. We will only use images of pupils who are suitably dressed.
9. Parents should note that websites can be viewed throughout the world and not just in the United Kingdom, where UK law applies.

Notes on Use of Images by the Media

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

- The media will want to use any printed, digital 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 media will re-publish the story on their website, or distribute it more widely to other newspapers or media organisations.

Please note -

To support the school in the identification of its pupils, a head and shoulders photograph of all children will be taken at enrolment in Year 7 and again at Year 9 and Year 11, for internal use only. This will be stored on the School Information Management System (SIMS) and will not be shared with external organisations. Under the General Data Protection Regulations, your consent for this purpose does not need to be sought.

Any questions relating to this form should be forwarded to data.protection@priory.lancs.sch.uk