

Three Counties Academy Trust



# Social Media Policy

## #SG24

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## **Statement of intent**

Three Counties Academy Trust (TCAT) and our schools understand that social media is a growing part of life outside of school. We have a responsibility to safeguard our pupils against potential dangers when accessing the internet at school, and to educate our pupils about how to protect themselves online when outside of school.

We are committed to:

- Encouraging the responsible use of social media by all staff, parents, and pupils in support of TCAT and our mission, values, and objectives
- Protecting our pupils from the dangers of social media
- Preventing and avoiding damage to the reputation of TCAT and our schools through irresponsible use of social media
- Protecting our staff from cyberbullying and potentially career damaging behaviour
- Arranging online safety meetings for parents

## 1. Legal framework

This policy has due regard to all relevant legislation and statutory guidance including, but not limited to, the following:

- DfE (2018) 'Data protection: a toolkit for schools'
- The UK General Data Protection Regulation (UK GDPR)
- The Data Protection Act 2018
- The Computer Misuse Act 1990, amended by the Police and Justice Act 2006
- The Freedom of Information Act 2000
- The Safeguarding Vulnerable Groups Act 2006
- Equality Act 2010
- DfE (2022) 'Keeping children safe in education 2022'

This policy operates in conjunction with the following TCAT and school policies:

- Social Media Code of Conduct for Parents
- Technology Acceptable Use Agreement for Staff
- Online Safety Policy
- Data Protection Policy
- Pupil Code of Conduct
- Complaints Policy and Procedures
- Anti-Bullying Policy
- Allegations of Abuse Against Staff Policy
- Photography and Images Policy
- Acceptable Use Agreement
- Staff Code of Conduct
- Confidentiality Policy
- Data and Cyber-Security Breach Prevention and Management Plan
- Child Protection and Safeguarding Policy
- Disciplinary Policy and Procedure
- Conduct for Learning (Behaviour) Policy

## 2. Roles and responsibilities

The Executive Headteacher/CEO in collaboration with the Headteacher/Heads of School is responsible for:

- The overall implementation of this policy and ensuring that all staff, parents and pupils are aware of their responsibilities in relation to social media use
- Promoting safer working practices and standards with regards to the use of social media
- Establishing clear expectations of behaviour for social media use
- Ensuring that this policy, as written, does not discriminate on any grounds, including against any of the protected characteristics, as outlined in the Equality Act 2010
- In conjunction with the Governing Board, handling complaints regarding this policy and its provisions in line with the TCAT's Complaints Policy and Procedures

- Implementing appropriate sanctions and disciplinary methods where there is a breach of this policy
- Taking steps to minimise the amount of misplaced or malicious allegations in relation to social media use
- Working alongside the Online Safety Officer (where the position is held other than by the Executive Headteacher/CEO) and Data Protection Officer (DPO) to ensure appropriate security measures are implemented and compliance with UK GDPR

The Governing Board is responsible for:

- Ensuring the DSL's remit covers online safety
- Reviewing this policy on a regular basis
- Ensuring their own knowledge of online safety issues is up to date
- Ensuring all staff undergo safeguarding and child protection training, including online safety, at induction

Staff members are responsible for:

- Adhering to the principles outlined in this policy and the Technology Acceptable Use Agreement for Staff
- Ensuring pupils adhere to the principles outlined in this policy and that it is implemented fairly and consistently in the classroom
- Reporting any social media misuse by staff, pupils, or parents to the Executive Headteacher/CEO immediately
- Attending any training on social media use offered by TCAT

Parents are responsible for:

- Adhering to the principles outlined in this policy and the Social Media Code of Conduct for Parents
- Taking appropriate responsibility for their use of social media and the influence on their children at home
- Promoting safe social media behaviour for both them and their children
- Attending online safety meetings held by TCAT wherever possible
- Not engaging in activities involving social media which might bring TCAT or our schools into disrepute
- Not representing their personal views as those of TCAT or our schools on any social medium
- Acting in the best interests of pupils when creating, participating in or contributing to social media sites

Pupils are responsible for:

- Adhering to the principles outlined in this policy and the Pupil Code of Conduct
- Ensuring they understand how to use social media appropriately and stay safe online
- Seeking help from school staff if they are concerned about something they or a peer have experienced online
- Reporting online safety incidents and concerns in line with the procedures within this policy

- Demonstrating the same high standards of behaviour as expected within their school

The Communications Officer (Executive Headteacher/CEO) is responsible for:

- Monitoring and reviewing all TCAT and school-run social media accounts
- Vetting and approving individuals who wish to be 'friends' or 'followers' on the TCAT or approved school social media platforms
- Consulting with staff on the purpose of the social media account and the content published
- Maintaining a log of inappropriate comments or abuse relating to TCAT or our schools
- Handling inappropriate comments or abuse posted on the TCAT or our schools social media accounts, or regarding TCAT or our schools
- Creating a terms of use agreement, which all content published must be in accordance with
- Ensuring that enough resources are provided to keep the content of the social media accounts up-to-date and relevant

The ICT technician is responsible for:

- Providing technical support in the development and implementation of the TCAT and individual schools social media accounts where requested
- Implementing appropriate security measures as directed by the Executive Headteacher/CEO
- Ensuring that TCAT's filtering and monitoring systems are updated as appropriate

### 3. Definitions

For the purpose of this policy, TCAT defines "**social media**" as any online platform that offers real-time interaction between the user and other individuals or groups including, but not limited to, the following:

- Blogs
- Online discussion forums, such as NetMums
- Collaborative spaces, such as Facebook
- Media-sharing devices, such as YouTube
- 'Micro-blogging' applications, such as Twitter

For the purpose of this policy, "**cyberbullying**" is defined as any social media or communication technology intentionally used to bully an individual or group, including the posting or sharing of messages, images, or videos.

For the purpose of this policy, "**members of the Trust community**" are defined as any teacher, member of support staff, pupil, parent of a pupil, governor or ex-pupil.

### 4. Data protection principles

TCAT will obtain consent from pupils and parents at the beginning of each Key Stage using the Social Media Consent Form, which will confirm whether or not consent is given for posting images and videos of a pupil on social media platforms. The consent will be valid for the entire

Key Stage unless revoked by parents. Consent provided for the use of images and videos only applies to TCAT and school accounts – staff, pupils and parents are not permitted to post any imagery or videos on personal accounts.

Where a pupil is assessed by TCAT or a TCAT school to have the competence to understand what they are consenting to, TCAT will obtain consent directly from that pupil; otherwise, consent is obtained from whoever holds parental responsibility for the pupil. For all pupils over the age of 16, consent will be sought explicitly from the pupil.

A record of consent is maintained throughout each Key Stage, which details the pupils for whom consent has been provided. The Chief Finance Office and Administrative team, in collaboration with the DPO, is responsible for ensuring this consent record remains up-to-date.

Parents and pupils are able to withdraw or amend their consent at any time. To do so, parents and pupils must inform TCAT and the school in writing. Where parents or pupils withdraw or amend their consent, it will not affect the processing of any images or videos prior to when consent was withdrawn or amended. Processing will cease in line with parents' and pupils' requirements following this. Wherever it is reasonably practicable to do so, TCAT and our schools will take measures to remove any posts before consent was withdrawn or amended, such as removing an image from a social media site.

Consent can be provided for certain principles only, for example only images of a pupil are permitted to be posted, and not videos. This will be made explicitly clear on the consent form provided. TCAT will only post images and/or videos of pupils for whom consent has been received.

Only TCAT devices will be used to take images and videos of the TCAT community, which have been pre-approved by the Online Safety Officer for use. Only appropriate images and videos of pupils will be posted in which they are suitably dressed, i.e., it would not be suitable to display an image of a pupil in swimwear.

When posting on social media, TCAT and our schools will use group or class images or videos with general labels, e.g., 'sports day'.

When posting images and videos of pupils, TCAT and our schools may apply data minimisation techniques, such as pseudonymisation (blurring a photograph), to reduce the risk of a pupil being identified. TCAT and our schools will not post pupils' personal details on social media platforms and pupils' full names will never be used alongside any videos or images in which they are present.

Before posting on social media, staff will:

- Refer to the consent record log to ensure consent has been received for that pupil and for the exact processing activities required
- Ensure that there is no additional identifying information relating to a pupil

Any breaches of the data protection principles will be handled in accordance with TCAT's Data and Cyber-Security Breach Prevention and Management Plan.

## **5. Staff social media use**

## **TCAT and TCAT school accounts**

TCAT's and our schools social media sites will only be created and monitored by the Communications Officer and other designated staff members. There will be a strong pedagogical or business reason for the creation of social media accounts on behalf of TCAT or a TCAT school (or part of e.g., department); official TCAT and TCAT school profiles and accounts will not be created for trivial reasons.

If members of staff wish to create a new social media account, they will complete the Social Media Site Creation Approval Form and return it to the Executive Headteacher/CEO, who will approve it and then either create the account on the behalf of the requesting individuals or supervise the creation of the account as approved. The Executive Headteacher/CEO will be consulted about the purpose of the proposed site and its content.

A TCAT or school social media account will be entirely separate from any personal social media accounts held by staff members and will be linked to an official TCAT email account.

Consideration will be given to the following aspects:

- The purpose for using social media
- Whether the overall investment will achieve the pedagogical aim
- The level of interactive engagement with the site
- Whether pupils, staff, parents or members of the public will be able to contribute content to the account
- How much time and effort staff members are willing to commit to the proposed site
- A clear plan which outlines aspects such as how long the site will last
- How the success of the site will be evaluated

TCAT and TCAT school social media passwords are lodged with the Executive Headteacher/CEO and recorded by the use of "Keeper" password storage and protection – these are not shared with any unauthorised persons, including pupils, unless otherwise permitted by the Executive Headteacher/CEO. Staff will adhere to the data protection principles outlined in section 4 of this policy at all times.

Staff will ensure any posts are positive in nature and relevant to pupils, the work of staff, TCAT, our schools, or any achievements. Staff will not post any content online which is damaging to TCAT or our schools or any of our staff or pupils.

All content expressed on TCAT and TCAT school social media accounts will not breach copyright, data protection or freedom of information legislation.

Staff will ensure the Executive Headteacher/CEO or Headteacher/Head of School has checked the content before anything is posted on social media. If staff wish for reminders to be posted for parents, e.g., returning slips for a school trip, staff will seek permission from the Executive Headteacher/CEO or Headteacher/Head of School before anything is posted.

If inappropriate content is accessed online, a report form will be completed and passed on to the Executive Headteacher/CEO. The Executive Headteacher/CEO retains the right to monitor staff members' internet usage in line with the Data and Cyber-security Breach Prevention and Management Plan.



TCAT and TCAT schools social media accounts will comply with site rules at all times, particularly with regards to the minimum age limit for use of the site. It will be noted that each networking site has their own rules which must be followed – the Executive Headteacher/CEO or designated staff will induct staff to each new social media platform, providing them with the relevant training and information.

### **Personal accounts**

Staff members will not access social media platforms during lesson times, but they are permitted to use social media during break times. Staff will avoid using social media in front of pupils.

Staff members will not use any TCAT mobile devices to access personal accounts, unless it is beneficial to the material being taught – prior permission will be sought from the Headteacher/Head of School, Chief Finance Officer, or Executive Headteacher/CEO. Staff are not permitted to use TCAT Wi-Fi networks to access personal accounts, unless otherwise permitted by the Executive Headteacher/CEO, and once the ICT Technician has ensured the necessary network security controls are applied.

Staff will not 'friend', 'follow' or otherwise contact pupils or parents through their personal social media accounts. If pupils or parents attempt to 'friend' or 'follow' a staff member, they will report this to the Executive Headteacher/CEO.

Staff members will not provide their home address, phone number, mobile number, social networking details or email addresses to pupils or parents – any contact with pupils or parents will be done through authorised TCAT and school contact channels. Staff members will use their TCAT email address for TCAT business and personal email address for their private correspondence; the two should not be mixed.

Staff members will ensure the necessary privacy controls are applied to personal accounts and will avoid identifying themselves as an employee of TCAT on their personal social media accounts. Where staff members use social media in a personal capacity, they will ensure it is clear that views are personal and are not those of TCAT or our schools.

No staff member will post any content online that is damaging to TCAT or our schools or any of our staff or pupils. Staff members will not post any information which could identify a pupil, class or the school – this includes any images, videos and personal information. Staff will not take any posts, images or videos from social media that belong to TCAT or our schools for their own personal use. Staff members will not post anonymously or under an alias to evade the guidance given in this policy.

Breaches of this policy by members of staff will be taken seriously, and in the event of illegal, defamatory or discriminatory content, could lead to prosecution, disciplinary action or dismissal. Members of staff will be aware that if their out-of-work activity could bring TCAT or our schools into disrepute, disciplinary action will be taken.

Attempts to bully, coerce, or manipulate members of the TCAT community via social media by members of staff will be dealt with as a disciplinary matter.

Social media will not be used as a platform to attack, insult, abuse or defame pupils, their family members, colleagues or other professionals.

Staff members' personal information will not be discussed on social media.

## **6. Parent social media use**

Parents are able to comment on or respond to information shared via social media sites; however, parents should do so in a way which does not damage the reputation of TCAT or our schools.

Parents will be asked not to share any photos or personal details of pupils when commenting on TCAT and TCAT school social media sites, nor post comments concerning other pupils or staff members, in accordance with the Social Media Code of Conduct for Parents.

Any parents that are seen to be breaching the guidance in this policy may be required to attend a meeting with the Executive Headteacher/CEO and may have their ability to interact with the social media websites removed.

Breaches of this policy will be taken seriously, and in the event of illegal, defamatory or discriminatory content could lead to prosecution.

## **7. Pupil social media use**

Pupils will not access social media during lesson time, unless it is part of a curriculum activity. Pupils are not permitted to use TCAT's Wi-Fi network to access any social media platforms unless prior permission has been sought from the Headteacher/Head of School, and the ICT Technician has ensured appropriate network security measures are applied.

Pupils will not attempt to 'friend', 'follow' or otherwise contact members of staff through their personal social media accounts. Pupils are only permitted to be affiliates of TCAT and TCAT school social media accounts and not where those accounts are clearly identified as parent only accounts. Where a pupil or parent attempts to "friend" or 'follow' a staff member on their personal account, it will be reported to the Executive Headteacher/CEO.

Pupils will not post any content online which is damaging to TCAT or our schools, or any of our staff or pupils. Pupils will not post anonymously or under an alias to evade the guidance given in this policy.

Pupils are instructed not to sign up to any social media sites that have an age restriction above the pupil's age.

If inappropriate content is accessed online on TCAT premises, it will be reported to the Headteacher/Head of School.

Breaches of this policy will be taken seriously, and in the event of illegal, defamatory or discriminatory content, could lead to exclusion.

## **8. Online safety**

Any disclosures made by pupils to staff about online abuse, harassment or exploitation, whether they are the victim or disclosing on behalf of another child, will be handled in line with the Child Protection and Safeguarding Policy.

Concerns regarding a staff member's online behaviour will be reported to the Executive Headteacher/CEO, who will decide on the best course of action in line with the relevant policies, e.g., the Staff Code of Conduct, Allegations of Abuse Against Staff Policy, and Disciplinary Policy and Procedures. If the concern is about the Executive Headteacher/CEO, it will be reported to the Chair of Governors.

Concerns regarding a pupil's online behaviour will be reported to the DSL, who will investigate any concerns with relevant staff members, e.g., the Headteacher/Head of School, Executive Leader for Safeguarding and Inclusion and the ICT technician and manage concerns in accordance with relevant policies depending on their nature, e.g., the Conduct for Learning (Behaviour) Policy and Child Protection and Safeguarding Policy.

Where there is a concern that illegal activity has taken place, the Executive Headteacher/CEO or executive Leader for Safeguarding and inclusion will contact the police. TCAT will avoid unnecessarily criminalising pupils, e.g., calling the police, where criminal behaviour is thought to be inadvertent and as a result of ignorance or normal developmental curiosity, e.g., a pupil has taken and distributed indecent imagery of themselves. The Executive Leader for Safeguarding and Inclusion or DSL will decide in which cases this response is appropriate and will manage such cases in line with the Child Protection and Safeguarding Policy.

As part of the usual communication with parents, TCAT and our schools will reinforce the importance of pupils being safe online and inform parents what systems TCAT uses to filter and monitor online use. TCAT will also make it clear to parents what their children are being asked to do online for school, including what sites they will be asked to access and who from TCAT or the school, if anyone, they will be interacting with online.

## **9. Blocked content**

In accordance with the TCAT Data and Cyber-Security Breach Prevention and Management Plan, the Executive Headteacher/CEO will direct the ICT Technician and our off-site ICT partners to install firewalls on the TCAT school networks to prevent access to certain websites.

The Executive Headteacher/CEO in collaboration with the Executive Leader for Safeguarding and Inclusion and ICT Technician retains the right to monitor staff and pupil access to websites when using the TCAT networks and on TCAT devices.

Attempts made to circumvent the TCAT network's firewalls will result in a ban from using TCAT computing equipment, other than with close supervision.

Inappropriate content accessed on TCAT's computers will be reported to the Executive Headteacher/CEO, the Executive Leader for Safeguarding and Inclusion and the ICT Technician/external providers so that the site can be blocked. Requests may be made to access erroneously blocked content by submitting a blocked content access form to the ICT Technician, which will be approved by the Executive Headteacher/CEO.

## **10. Cyberbullying**

Cyberbullying incidents are taken seriously at TCAT and our schools. Any reports of cyberbullying on social media platforms by pupils will be handled in accordance with the Anti-Bullying Policy.

Cyberbullying against pupils or staff is not tolerated under any circumstances. Incidents of cyberbullying are dealt with quickly and effectively wherever they occur in line with the Anti-Bullying Policy. Allegations of cyberbullying from staff members will be handled in accordance with the Allegations of Abuse Against Staff Policy.

## 11. Training

TCAT recognises that early intervention can protect pupils who may be at risk of cyberbullying or negative social media behaviour. As such, teachers will receive training in identifying potentially at-risk pupils. Teachers and support staff will receive training on social media as part of their new starter induction. Teachers and support staff will receive regular and ongoing training as part of their development.

Pupils will be educated about online safety and appropriate social media use on a termly basis through a variety of mediums, including assemblies, PSHE lessons and cross-curricular links. Pupils will be provided with material to reinforce their knowledge.

Parents will be invited to online safety and social media training on a regular basis and provided with relevant resources, such as our Social Media Code of Conduct for Parents.

Training for all pupils, staff and parents will be refreshed in light of any significant incidents or changes.

## 12. Monitoring and review

This policy will be reviewed in line with the published schedule at the front of this document and at any point material changes require it by the Executive Headteacher/CEO and Chief Finance Officer in conjunction with the Executive Leader for Safeguarding and Inclusion, Headteacher/Heads of School, and the Governing Board. Any changes made to the policy will be amended by the Executive Headteacher/CEO and will be communicated to all members of staff.

The next scheduled review date for this policy is 31<sup>st</sup> August 2026.

Signed by:

_____	Executive Headteacher/CEO	Date: _____
_____	Chair of Trustees	Date: _____



## Blocked content access request form

Requester	
Staff name and school:	
Date:	
Full URL:	
Site content:	
Reasons for access:	
Identified risks and control measures:	
Authoriser (return to L Denton ICT Technician, copy to Executive Headteacher/CEO)	
Approved?	✓ / X
Reasons:	
Staff name:	
Date:	
Signature:	

## Inappropriate content report form

<b>Staff name and school:</b>	
<b>Name of individual accessing inappropriate content (if known):</b>	
<b>Date:</b>	
<b>Full URL(s):</b>	
<b>Nature of inappropriate content:</b>	
<b>To be completed by Executive Headteacher/CEO</b>	
<b>Action taken:</b>	
<b>Staff name:</b>	
<b>Date:</b>	
<b>Signature:</b>	

## Social media site creation approval form

Use of social media on behalf of the school must be approved by the headteacher prior to setting up sites. Please complete this form and return it to the headteacher.

Team details		
School:		
Department:		
Moderator of site:		
Purpose of using social media		
Please describe why you want to set up this site and the content of the site		
What are your aims and what do you hope to achieve by setting up this site?		
What is the proposed content of the site?		
Proposed audience of the site		
<input type="checkbox"/> Pupils of the school Ages:	<input type="checkbox"/> School staff	<input type="checkbox"/> Pupils' family members
<input type="checkbox"/> External organisations	<input type="checkbox"/> Pupils from other schools Schools involved:	<input type="checkbox"/> Members of the public
<input type="checkbox"/> Other (please give details)		
Proposed contributors to the site		
<input type="checkbox"/> Pupils of the school Ages:	<input type="checkbox"/> School staff	<input type="checkbox"/> Pupils' family members
<input type="checkbox"/> External organisations	<input type="checkbox"/> Pupils from other schools Schools involved:	<input type="checkbox"/> Members of the public
<input type="checkbox"/> Other (please give details)		
Administration of the site		
Names of administrators (the site must have at least <b>two</b> approved administrators):		
Who will vet external contributors? (Please state name and job role)		



Who will host the site?	
Proposed date of going live:	
How do you propose to advertise for contributors?	
If contributors include pupils, how do you propose to inform and obtain the consent of parents or responsible adults?	
What security measures will you take to prevent unwanted or unsuitable individuals from contributing or becoming 'friends' and 'followers' etc. of the site?	
<b>Approval</b>	
<b>Approval from the Executive Headteacher/CEO must be obtained before the site can be created. The relevant managers must read this form and complete the information below before final approval can be given by the Executive Headteacher/CEO.</b>	
<b>Executive Headteacher</b>  <b>I approve the aims and content of the proposed site and the use of the school brand and logo.</b>	Name:
	Signature:
	Date:

## Social media consent form (Template to be issued by each TCAT School on official letterhead at start of Key Stage)

This consent form provides information pertaining to how name of school wishes to use personal data on social media, details the terms under which the school will use this data and requests consent for the school to use your personal data on social media.

<b>Name of parent:</b>	
<b>Name of pupil:</b>	
<b>Year group:</b>	

### Why do we need your consent?

The school requests the consent of parents on a Key Stage basis to use images and videos of their child for a variety of different purposes.

Without your consent, the school will not use images, videos, names, or other forms of personal data of your child on social media. 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.

### Why will we be using personal data on social media?

The school wants to use certain types of data on social media to promote the positive and inclusive ethos of the school – we aim to celebrate our pupils' and school's achievements and social media allows us to do this.

Where the school uses images of individual pupils, the name of the pupil **will not** be disclosed. Where an individual pupil is named in a written publication, a photograph of the pupil **will not** be used to accompany the text.

If, for example, a pupil has won an award and their parent would like their name to be published alongside their image, **separate consent** will be obtained prior to this.

With your consent, the school may use personal data on social media, the school website, in school prospectuses and other printed publications, such as a newsletter.

### Who will be able to see the data once it's on social media?

The school's privacy settings only allow people who have been accepted to view the content on our social media platforms; additionally, where it is possible, the school's settings do not allow for further sharing. Please note, this sharing restriction may not be possible on all social media platforms, meaning that, if the content has been posted and is subsequently shared, more people will be able to view that piece of content.

## What are the conditions of use?

- This consent form is valid for the entirety of a Key Stage (EYFS, KS1, KS2, KS3 and KS4).
- It is the responsibility of parents to inform the school, in writing, if consent needs to be withdrawn or amended.
- The school will not use the personal details or full names of any pupil in an image or video on social media.
- The school will not include personal emails, postal addresses, or telephone or fax numbers on images or videos on social media.
- The school may use pictures of pupils and teachers that have been drawn by pupils.
- The school may post pictures of work created by pupils on social media.
- The school may use group or class images or videos with general labels, e.g., 'sports day'.
- The school will only use images and videos of pupils who are suitably dressed, i.e. it would not be suitable to display an image of a pupil in swimwear.
- The school will not post any sensitive data, such as details of SEND, without express and additional consent, and will then still anonymise the posts.

## Providing your consent

Please read the following conditions thoroughly and provide your consent as appropriate by ticking either 'Yes' or 'No' for each criteria.

The school will **only** post personal data on social media for the conditions that you provide consent for.

I provide consent to:	Yes	No
Using images of my child on the school's social media accounts.		
Using videos of my child on the school's social media accounts.		
Using images of my child on social media, including the following: <ul style="list-style-type: none"><li>• <b>Twitter</b></li><li>• <b>Facebook</b></li><li>• <b>Trust and School Websites</b></li></ul>		
Using videos of my child on social media, including the following: <ul style="list-style-type: none"><li>• <b>Twitter</b></li><li>• <b>Facebook</b></li><li>• <b>Trust and School Websites</b></li></ul>		
Using my child's first name on social media.		
Using my child's age on social media.		

## Refreshing your consent

This form is valid for the entire Key Stage, it will be updated on that basis. Parents are required to fill in a new form for their child at the beginning of each Key Stage.

Consent will also be refreshed where any changes to circumstances occur – this can include, but is not limited to, the following:

- New requirements for consent, e.g., an additional social media account will be used to share pupil images and videos
- Changes to a pupil's circumstances, e.g. safeguarding requirements mean a pupil's image cannot be used
- Changes to parental consent, e.g. amending the provisions for which consent has been provided for

Where you would like to amend the provisions for which consent has been provided, you must submit your request in writing to the data protection officer (DPO) or the Chief Finance Officer. A new form will be supplied to you to amend your consent accordingly and provide a signature.

### **Withdrawing your consent**

Parents have the right to withdraw their consent at any time. Withdrawing your consent will not affect the legality of processing personal data that was shared prior to withdrawal; however, the Trust and school will make every effort to remove posts about the pupil where possible, e.g. images of the pupil on social media will be removed.

If you would like to withdraw your consent, you must submit your request in writing to the DPO or Chief Finance Officer.

### **Declaration**

I, \_\_\_\_\_ (name of parent), understand:

- Why my consent is required
- The reasons why Three Counties Academy Trust uses my child my child's personal data on social media
- Who will be able to view my child's personal data once posted
- The conditions under which the school uses personal data of my child on social media
- I have provided my consent above as appropriate, and the school will act in accordance with my requirements
- Consent is refreshed on a Key Stage basis, and I must re-provide consent in subsequent academic Key Stages
- I will be required to re-provide consent where any circumstances change
- I can amend or withdraw my consent at any time and must do so in writing to the DPO

Name of parent: \_\_\_\_\_

Signature: \_\_\_\_\_

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

If you have any questions regarding this form, please do not hesitate to contact the Chief Finance Officer at [dwiles@tcat.school](mailto:dwiles@tcat.school) or 01885482230.