

PHOTOGRAPHIC & VIDEO CONSENT FORM

Name of pupil:	
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This form explains the reasons why and how Wellfield Academy may use images and videos of your child. Please read the form and conditions of use thoroughly and confirm your agreement as appropriate.

Wellfield Academy 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 Wellfield Academy up to 5 years after your child has left the Academy. This additional time is to make sure that images of past students 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 students whilst at the Academy or away from the school site to celebrate school life. The Academy may also employ a professional photography company to take images of students. These images may be used primarily for the following purposes;

- Academy & Trust prospectus & other printed publications that we produce such as newsletters
- On our Academy & Trust websites 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 students (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 student security and video footage may be used in disciplinary matters as per the Academy CCTV Policy and CCTV System Standard Operating Procedure.

In order that we can protect your child's interests, and to comply with the UK General Data Protection Regulation, **please read the Conditions of Use attached to this form before answering questions 1-9 below and signing and dating this form.**

For further information please see to the Privacy Notices for Students at Endeavour Learning Trust which is available on the Academy website.

I provide consent to:			
1	Using images of my child on the Academy and Trust websites.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
2	Using videos of my child on the Academy and Trust websites.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
3	Using images of my child on social media, including Facebook, Twitter & Instagram.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
4	Using videos of my child on social media, including Facebook, Twitter & Instagram.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
5	Using images of my child for display on the Academy's internal TV screens and photographic displays.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
6	Using images of my child in marketing material, e.g. the Academy prospectus and banners.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7	The local media using images of my child to publicise school events and activities	<input type="checkbox"/> Yes	<input type="checkbox"/> No
8	The local media using video of my child to publicise school events and activities	<input type="checkbox"/> Yes	<input type="checkbox"/> No
9	My child's photograph being taken by a school-appointed external photographer for official school photographs. These photographs are used for identification purposes on our internal management system and will be available for you to purchase via the company or school.	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Parent

I have read and understand the above and the conditions of use attached to this form.

Parent's or Guardian's signature: _____

Name (block capitals please) _____

Date: _____

Student

I, the above student, declare that I have been informed of my parent/guardian's wishes in this regard and will cooperate with the staff in carrying them out, by making them aware prior to any photographic or video capture, whether or not I should participate.

As per the Behaviour, Rewards & Exclusions Policy, I acknowledge that phones are not allowed out/must not be switched on in school so I also agree to not publish/distribute any inappropriate (as defined by the Academy) photographs/video taken in school on the internet/social networking web sites (e.g. Facebook, Twitter, Instagram), Bluetooth transmission to mobile devices, printing of photographs, without the prior consent of the Academy and the subjects of the photograph/video.

I am also aware that my image may be used by the Academy for up to 5 years after I have left.

Signature of student: _____ Date: _____

PHOTOGRAPHIC & VIDEO CONSENT CONDITIONS OF USE (Please retain)

This agreement will remain in force from the day your child starts at Wellfield Academy until 5 years after your child has left the Academy or until the Academy 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.

Some curriculum areas e.g. PE, Drama & Dance are required to submit video footage for external assessment which is only viewed by examiners.

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

1. The Academy 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 Academy prospectus or in any of our other printed publications.
2. The Academy will not include personal e-mail or postal addresses or telephone or fax numbers on video, on our website, in our Academy prospectus or in other printed publications.
3. If we use photographs of individual student's, we will not use the full name of that student in any accompanying text or caption.
4. If we use the full name of a student in the text, we will not use a photograph of that child to accompany the article.
5. We may include pictures of students and teachers that have been drawn by students. 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 students 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 student's image will not be captured, especially if the student 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.