

## Images and Videos Parental Consent Form

This form explains the reasons why, and how Alsager Multi Academy Trust (AMAT), may use images and videos of your child. Please read the form thoroughly and outline your agreement as appropriate.

<b>Name of Student:</b>	
<b>Name of Parent/Carer:</b>	
<b>Form Group (if known)</b>	

### Why do we need your consent?

AMAT requests the consent of parents to use images and videos of their child for a variety of different purposes. Without your consent, the school will not use images and videos of your child.

### Why do you we use images and videos of your child?

AMAT uses images and videos of students as part of school displays to celebrate school life and students' achievements; to promote the school on social media and on the schools' websites; and for other publicity purposes in printed publications, such as newspapers and the school prospectus.

### Who else uses images and videos of your child?

It is common that local media and press, who take images or videos of school events, visit the school. Students will appear in these images and videos, and these may be published in local or national newspapers, or on approved websites.

The local press may use images and videos of your children.

Where any organisations other than those above intend to use images or videos of your child, **additional consent** will be sought before any image or video is used.

### What are the conditions of use?

- This consent form is valid for the time your child is at school and in line with statutory requirements on retention.
- It is the responsibility of parents to inform the school if consent needs to be withdrawn or amended.
- The school will not include personal emails or postal addresses, telephone or fax numbers on images or videos on our website, in our school prospectuses or any other printed publications.
- The school may use pictures of students and teachers that have been drawn by students.
- The school may use work created by students.
- 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 students who are suitably dressed, i.e. it would not be suitable to display an image of a student in swimwear.
- The school will take class images of your child which are available to purchase throughout their time in school.

**Providing your consent**

Please read the following conditions thoroughly and provide your consent as appropriate.

<b>I provide consent to:</b>			
Use images or videos of my child on the: <ul style="list-style-type: none"> <li>• School Website</li> <li>• School Newsletter (printed and online version)</li> <li>• Social Media - Facebook, Instagram, Twitter</li> <li>• Local media</li> <li>• Marketing - Prospectus, Displays, Banners, Signs or exhibitions, Leaflets/flyers</li> <li>• Sharing my child’s data with a school-appointed external photography company for official school images. This includes the following - Name, Class, Roll number</li> </ul>			
<b><i>Please tick one box below</i></b>			
<b>YES</b>		<b>NO</b>	

**Refreshing your consent**

Consent will 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 student images and videos
- Changes to a **student’s circumstances, e.g. safeguarding requirements mean a student’s image cannot be used**
- **Changes to parental** consent

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) whose details are available via the school website. 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 any images or videos that have been shared prior to withdrawal. If you would like to withdraw your consent, you must submit your request in writing to the DPO.

**Declaration:**

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

- Why my consent is required.
- The reasons why AMAT uses images and videos of my child.
- Which other organisations may use images and videos of my child.
- The conditions under which the school uses images and videos of my child.
- I have provided my consent above as appropriate, and the school will use images and videos of my child in line with my requirements.
- Consent is refreshed on a yearly basis and I must re-provide consent if I consent to images and videos of my child being used in other academic years.
- 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.

Signature ..... Date .....

If you have any questions regarding this form, please do not hesitate to contact the DPO at [dpo@alsagerschool.org](mailto:dpo@alsagerschool.org) .