

Images and Videos Parental Consent

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

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?

- Consent 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- It is the responsibility of parents to inform the school if consent needs to be withdrawn or amended.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.

Refreshing your consent

Consent will be refreshed when 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 on dpo@alsagerschool.org.

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 Data Protection Officer on dpo@alsagerschool.org.

If you have any questions regarding this form, please do not hesitate to contact the DPO at dpo@alsagerschool.org.