

Parental consent form 28.9.18

Dear Parent / carer,

Consent to use information, images and videos online and in Academy Trust publications

I am writing to seek your consent for Brookfields School, which is part of the Shaw Education Trust, to use your son/daughter's name, image or video for certain purposes connected with the school and Academy Trust.

We are proud of the many achievements of our pupils and there are many activities and events for our pupils to get involved in. You'll have seen that we often use photos of, or refer to, pupils on our newsletter, website and on social media to give people a flavour of school life, to keep the Academy Trust community informed about what our pupils do and to celebrate pupils' achievements. We also sometimes mention pupils or publish their photos in our Academy Trust newsletter. In this digital age, many members of our Academy Trust community use social media to stay connected with what's happening in Academy Trust and, for those who don't use social media, the website is an important communication tool which showcases what we do.

You may be aware that the law relating to data protection has changed so we are taking this opportunity to review the consent that we have on file to use photographs and videos of pupils for these reasons. Under data protection law, we need the consent of parents/carers to use the name, photographs or videos of pupils in this way, usually until pupils reach the age of 13.

There is no obligation on you to give consent and if you choose not to give consent for some or all of the options below, we will ensure that your child's photo or a video is not used for those purposes if your child can be identified from it. In some cases, we may take group photos of pupils and we may publish a photograph if we are satisfied that individual pupils cannot be identified from the image.

Please note that there are likely to be circumstances when we may use your child's photograph for other purposes connected with the Academy Trust where we do not require your consent because there is another legal reason which permits us to use photos or images of your child. For example, we keep a copy of the official Academy Trust photo (our last school photo) on our database so that we can correctly identify pupils. There may be other times we use your child's photo or image for purposes connected with the Academy Trust where we do not require your consent. For further information, please see our privacy notice which is available on the Shaw Education Trust website.

We will write to you every other year to refresh your consent but we will write to you sooner than that if we wish to use your child's photo or image in a way that is not anticipated below, for example, if the Academy Trust wishes to use a different social media site or online platform.

You can withdraw your consent at any time by contacting the Academy Trust data expert; Mrs Lyndsay Williams on 0151 4244329 or at finance.brookfields@halton.gov.uk . If you withdraw consent for your child's photo being used in any of the ways set out below, we will stop using it in this way but we may still need to retain a copy of the photograph or image for other reasons, for example, where it is needed to perform our public task of providing education within the building.

To enable us to update our records, please fill in the form below and return it to school.

If you have any questions, please do not hesitate to contact Lyndsay Williams in the school office.

Yours sincerely,

Sara Ainsworth (Headteacher)



We believe, you achieve



CONSENT FORM

NAME OF PUPIL: _____

Providing your consent

Please read the following options thoroughly and confirm if you wish to provide your consent as appropriate by ticking either 'Yes' or 'No' for each criteria. We can only use photos and images for the reasons set out in this form if we have received this form back from you. Please therefore return this form to the school office so that we can update our records about whether you give your consent. There is no obligation on you to give consent if you prefer not to do so. The School and Academy Trust will **only** publish images and videos of your child for the options that you provide consent for.

| I provide consent to: | Yes | No |
|---|------------|-----------|
| Using the name of my child in posts on the school / Academy Trust website. | | |
| Using photos of my child on the school /Academy Trust website (If a photograph of a pupil is put on the website, we will not include their name without seeking additional consent from you [where your child is aged 12 and under]) | | |
| Using videos of my child on the school / Academy Trust website. (If a photograph of a pupil is put on the website, we will not include their name without seeking additional consent from you [where your child is aged 12 and under].) | | |
| Using photos of my child in the school / Academy Trust newsletter which is provided in hard copy and/or emailed to parents and made available on the schools website. | | |
| Using photos of my child on social media, including the following: <ul style="list-style-type: none"> • Twitter • Facebook | | |
| Using videos of my child on social media, including the following: <ul style="list-style-type: none"> • Twitter • Facebook | | |
| The media using photos of my child to publicise Academy Trust events and activities, including the following organisations: <ul style="list-style-type: none"> • Local newspapers • TES • Schools Week • Headteacher Update • QA Education | | |

| I provide consent to: | Yes | No |
|---|-----|----|
| <ul style="list-style-type: none"> • Leader Magazine • Independent • Academy Trust Today • Guardian | | |
| <p>The media using videos of my child to publicise Academy Trust events and activities, including the following organisations:</p> <ul style="list-style-type: none"> • Local newspapers • TES • Schools Week • Headteacher Update • QA Education • Leader Magazine • Independent • Academy Trust Today • Guardian | | |
| <p>Using photos of my child in marketing material, e.g. brochures and prospectus which may be in hard copy format and/or available online.</p> | | |

I _____ (name) am the parent / carer of
 _____ (name) in class _____ and I confirm that I
 have read and understood the school's letter dated 28.9.18 about consent and I have
 selected from the above options whether I do or do not give consent for my child's
 photograph or image to be used in the various ways set out above:

Name of parent: _____

Signature: _____

Date: _____