



# Yardley Primary School

Harvey Road, Yardley, Birmingham, B26 1TD  
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Email: enquiry@yardleyschool.com

Head Teacher: Ms G Moore

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Dear Parent/Guardian

## Using Images of Pupils

Taking photographs is now very commonplace and is part of the way we record pupils' activities and work in school. We may also use these images in our school prospectus or other printed publications, as well as on our website, our learning platforms, school social media accounts or on display boards and screens within school. Sometimes we make video recordings for school-to-school conferences, monitoring or other educational uses.

Occasionally the media come in to school and will take photographs or film footage of a visiting dignitary or other high profile event. Pupils will often appear in these images, which may appear in local or national newspapers, or on televised news programmes.

We are required to take some photographs/recordings to comply with our legal obligations and to perform official school tasks in the public interest. However, to comply with the Data Protection Act 2018, we would like your consent before we photograph or record your child for promotional purposes. Please tick the relevant boxes below, then sign and date the form where shown. **Please note that the conditions for use of photographs and videos taken, and important points to note, are on the back of this form.**

Please tick

- Yes, we may use your child's **photograph** within school on display boards in classrooms, halls and corridors.
- Yes, we may use your child's **photograph** on our website, our learning platforms, and school social media accounts.
- Yes, we may we use **video** featuring your child on our website, our Learning Platforms, and school social media accounts.
- Yes, we may we use your child's **photograph** in the school prospectus and other printed publications produced for promotional purposes or on external project display boards/screens.
- Yes, we may we use **video** featuring your child in the school prospectus and other publications produced for promotional purposes or on external project display screens.
- Yes, you are happy for your child to appear in the media.

I have read and understood the conditions of use and points to note on the back of this form.

Child's Name (block capitals) .....

Class .....

Signed .....parent/guardian

Dated .....



**Conditions of use:**

- This consent form is valid for the period of time your child attends school.
- You are able to withdraw consent at any time. You will not be penalised for withdrawing consent. If you wish to do so, please contact the school office.
- We will not use personal details or names of any child or adult in a photographic image or video, on our website, on our Learning Platforms, on our school social media accounts, in our school prospectus or in any other printed publications. Within school on display boards, we may use pupils' first names – to celebrate a piece of their work for example.
- If we name a pupil in writing, we will not use a photograph of that child to accompany the article/text without additional consent. For example on Twitter we may write 'a great piece of writing from Grace' but no image of Grace would accompany it.
- We may include pictures of pupils and teachers which have been drawn by the pupils.
- We may use group or class photographs or footage with very general labels, such as "a science lesson" or "making Christmas decorations" for example.
- We will only use images of pupils who are suitably dressed, to reduce the risk of such images being used inappropriately.

**Points to note:**

- Websites and social media can be viewed throughout the world and not just in the United Kingdom where UK law applies.
- In some situations, the press may be exempt from the Data Protection Act and may want to include the names and personal details of children and adults in the media.
- All school social media accounts are directly linked to and displayed on our school website.
- School Staff will remind parents/guardians at the beginning of a school event that they are welcome to take images/video of their child during the event, but must not publish any of these images online or in any other media or publication.
- Occasionally the school will attend events or places of interest within the public domain, for example a school trip to a museum or walk around the local area. In these situations, school cannot be responsible for any images that may be taken or used by the general public.
- Under data protection law, individuals have a right to be informed about how the school uses any personal data that we hold about them. We comply with this right by providing a privacy notice to individuals where we are processing their personal data. Please find our privacy notice on our school website ([www.yardleyschool.com](http://www.yardleyschool.com))
- A copy of this form and the conditions of use are available on the school website.

If you have any queries or concerns about any of the content in this consent form, please contact school and we will gladly discuss it with you.

Thank you once again for your continued support.

Yours sincerely



Ms G Moore - Headteacher