

West Kirby Primary School Photographs, Images and Videos Policy and Parental Consent form 2018

This Policy explains the reasons why and how [West Kirby Primary School](#) may use photographs, other images and videos of your child. Please read it thoroughly and return the final page signing your consent as appropriate.

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

[West Kirby Primary School](#) uses images and videos of pupils as part of school displays to celebrate school life and pupils' achievements; to promote the school on the school's website; and occasionally for other publicity purposes in printed publications, such as newspapers.

[West Kirby Primary School](#) may take images or videos of individual pupils and groups of pupils to use on social media, the school website, in school prospectuses and other printed publications, such as a newsletter where prior consent has been obtained from parents/ carers. Children should also be consulted about the use of their photograph. This ensures they are aware that the image is being taken and understand what the picture is going to be used for.

How do we use images?

- Where the school uses images of individual pupils, the name of the pupil **will not** be disclosed.
- Where an individual pupil is named in a written publication, a photograph of the pupil **will not** be used to accompany the text.
- If, for example, a pupil has won an award and their parent would like their name to be published alongside their image, **separate consent** will be obtained prior to this.
- If an image is to be used by another organisation e.g. local newspaper, separate consent will be sought

What are the conditions of use?

- This consent form is valid whilst your child remains a pupil at this school unless superseded by an updated version.
- It is the responsibility of parents to inform the school, in writing, if consent is withdrawn or amended.
- The school may use work created by pupils including pictures of pupils and teachers that have been drawn by pupils.
- 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 pupils who are suitably dressed, i.e. it would not be suitable to display an image of a pupil in swimwear.
- The school will arrange for individual/ sibling and class photographs of your child to be taken which are available to purchase annually. We will not share personal data with external companies without your consent.

How do we store photographs/ images/ videos of your child?

- Staff are not permitted to use any personal equipment to take photos and recordings of children and will only use cameras or devices belonging to the school.
- Photographs/ images or video recordings of children must remain in school and are not permitted to be stored on unencrypted portable equipment such as laptops, memory sticks and mobile phones or on any personal devices.

- Photographs/ images or video recordings of children are kept securely. Any hard copies of images are kept in a locked cabinet and electronic images are stored on site in a protected folder with restricted access.

Can parents/ carers take photographs/ videos of children in school?

Parents /carers may take photographs/ videos of children during school events under certain conditions:

1. Where the parents/ carers of all of the children present have given consent for this **AND**
2. On the understanding that these images/videos are for personal use only and are **not published on line / shared through social media**

What consent do we request?

[West Kirby Primary School](#) 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. Similarly, if there are only certain conditions under which you would like images and videos of your child to be used, the school will abide by the conditions you outline in the form on page 3.

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 pupil images and videos. We will update and re-issue this document under these circumstances.
- Changes to a pupil's circumstances, e.g. safeguarding requirements mean a pupil's image cannot be used – please inform us.
- Changes to parental consent, e.g. amending the provisions for which consent has been provided for – please inform us.

Where you would like to amend the provisions for which consent has been provided, you must submit your request in writing to the [headteacher](#). A new form will be supplied 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 [headteacher](#).

If you have any questions regarding this policy, please do not hesitate to contact the [headteacher](#) at schooloffice@westkirby-primary.wirral.sch.uk or [0151 625 5561](tel:01516255561).

Please return to the school office:

Name of parent:	
Name of pupil:	
Year Group:	

Agreeing to our Policy and providing your consent

Please read the following conditions thoroughly and provide your consent as appropriate by ticking either 'Yes' or 'No' for each criteria.

The school will **only** publish images and videos of your child for the conditions that you provide consent for.

I provide consent to:	Yes	No
Using images of my child in displays in and around school		
Using videos of my child in the classroom during lessons, assemblies and performances		
Using images of my child on the school website.		
Using videos of my child on the school website.		
Using images of my child in school newsletters and school publications which may be emailed to parents		
Allow other parents/carers to take photographs of school events which may include my child on the understanding that these images/videos are for personal use only and are not published on line / shared through social media		
Allow other parents/carers to take videos of school events which may include my child on the understanding that these images/videos are for personal use only and are not published on line / shared through social media		

Declaration

We, _____ (name of parents/carers) have read, understood and agree to abide by the Photographs, Images and Video Policy above and understand:-

- Why my consent is required.
- The reasons why [West Kirby Primary School](#) uses images and videos of my child.
- The conditions under which the school uses images and videos of my child.
- The conditions under which we may take and use photographs and videos at school events
- I have provided my consent above as appropriate, and the school will use images and videos of my child in line with my requirements.
- 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 [headteacher](#).

Name of parent/s or carers: _____

Signature/s: _____

Date: _____