

Consent Form for pupils

The General Data Protection Regulation came into force from the 25th May 2018. This placed additional obligations on organisations which affects how they handle personal data. We take cyber security and data protection very seriously and we have put steps in place within our organisation to ensure we maintain secure and compliant systems.

As an Academy Trust, we regularly use photographs and videos to show how our pupils and the school as a whole develop. Images can also help us illustrate and communicate with parents about upcoming events and can help advertise and market the school to prospective parents and pupils.

We are also aware that parents and pupils really enjoy being able to see their images and would like to give all pupils this opportunity.

There are a number of instances when the school may take photos and/or videos of your child, specifically: -

- To publish photos and videos on the school's website to promote the school to current and prospective parents as well as providing updates on current events;
- To publish photos and videos on our social media accounts such as Facebook, Twitter, Instagram and You Tube to provide updates on events and news within the school and Trust;
- Use of images and/or videos taken at the school for adding to the Woodland Academy Trust's website, social media accounts and marketing materials;
- Within our newsletters we may provide photos and links to videos on our social media platforms of recent events or achievements from our pupils;
- In order to promote the school, we may distribute flyers, leaflets and brochures which contain images to show life at our school;
- We may also use other promotional materials such as banners and signs which may contain photographic images;
- We may be visited by the media who will take photographs or film footage of events. Pupils will sometimes appear in these images, which may then be published in local or national newspapers, in televised news programmes and on social media sites;
- To publish photos in and around the school building to illustrate to current pupils and parents life around the school including educational materials and images of recent trips and events. These can be seen from time to time by other parents or visitors within the school;
- Once a year a school photographer will visit the school and take individual and group photos of the children which will be made available to purchase. Reminders will be sent in good time prior to the photographer's visit.
- We use software applications to record pupils' learning journeys through photo or video images which are available for the parents to view. This includes applications such as Showbie. Occasionally, if consent is provided, your child's images may appear in other pupils' learning journeys i.e. in the background etc.

We follow guidance as set data protection legislation (mainly the General Data Protection Regulation) as well as guidance set by the Information Commissioner's Office on taking photos in schools and obtaining consent.

The data protection laws give children rights over their own data where they are considered to have the required capacity to understand their data rights. Most children will reach this level of understanding from the age of 12 and so it may be necessary for the school to obtain this consent from the child directly. If this is not suitable, the school will consider preferences set out below.

Pupils will not be named in the photographs or videos unless specific consent to the event has been gained.

We would like to seek your consent to the use of your child's images and will respect your decisions when publishing photos and videos moving forward.

You can withdraw your consent at any time and can do so by writing to the school office asking them to stop using your child's images. At that point they will not be used in future publications, but we cannot prevent them from continuing to appear in publications already in circulation.

I agree to consent to images/videos of my child being used for:	Yes	No
Website and social media platforms used by the school and the Trust. (Please note that newsletters are published on these platforms and that by denying consent this will prevent your child from appearing in newsletters).		
School and Trust marketing material such as banners, flyers, leaflets and brochures.		
Advertising in newspapers and other 3 rd party media.		
In and around the school building including displays.		
To photographs being taken of my child (individual and group photos) by the school photographer. Any group photos will be made available for other parents to purchase.		
My child's Learning Journeys/Records of Achievements and those belonging to other children.		

I consent to my child's images being used by the school and Trust in the media formats as set out above-

Child's Name: (Please print in block capitals)	
Child's Class:	
Parent/Carer's Signature:	
Parent/Carer's Name: (Please print in block capitals)	
Date:	

Please note this consent form links to the Privacy Notice for Pupils and Parents which can be viewed on the Woodland Academy Trust website: www.woodlandacademytrust.co.uk