



# WILDMOOR HEATH SCHOOL

## CONSENT FOR USE OF PHOTOGRAPHIC IMAGES

<b>Name of child:</b>	
<b>Cohort:</b>	

Occasionally, we may take photographs of the children at our school\*. These images may be used to promote the school; celebrate the children's achievements; mark special events; for monitoring and assessment or other educational use. While the vast majority of images are used internally for educational purposes – for assessment, monitoring and on display boards – some are used in printed publications and on our school website and Twitter.

*\* 'Photograph' refers to digital images, DVDs, videos and photographic prints or slides. 'At school' refers to all occasions, whenever and wherever pupils are the responsibility of the school staff.*

Occasionally our school may be visited by the media who will take photographs or film footage of a high profile event, or to celebrate a particular achievement. Pupils will often appear in these images, which may appear in local or national newspapers or on televised new programmes ([see over/Conditions of Use](#) for more information on use of images by the media).

In order that we can protect your child's interests, and to comply with the Data Protection Act 1998, please read the Conditions of Use on the back of this form before answering questions 1-5 below and signing and dating this form.

**Please return the completed form (one for each child) to school as soon as possible.**

1. May we take photographs of your child for educational purposes (e.g. assessment, monitoring) to be used or displayed within the school premises only?	<input type="checkbox"/> Yes <input type="checkbox"/> No
2. May we use your child's photograph for printed promotional material (e.g. prospectus)?	<input type="checkbox"/> Yes <input type="checkbox"/> No
3. May we use your child's image on our school Website and Twitter account?	<input type="checkbox"/> Yes <input type="checkbox"/> No
4. May we allow your child to appear in the media as part of school's involvement in an event? <i>(NB. We will endeavour to inform you in advance if this may happen and gain additional consent from you).</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No
5. Do you give permission for your child to be included in 'official' class and individual photographs taken by an agency photographer? <i>(NB. available for sale to parents / carers only)</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No

I have read and understand the conditions of use given overleaf.

<b>Parent or Carer's signature:</b>	
<b>Name (block capitals please):</b>	
<b>Date:</b>	



**Article 16**

Every child has the right to privacy.

**Article 19**

Governments must do all they can to ensure that children are protected from all forms of violence, abuse, neglect and bad treatment by their parents or anyone else who looks after them.

## CONDITIONS OF USE

### General

1. **This form is valid for the period of time your child attends this school. Your consent will automatically expire after this time. Parents may withdraw their consent at any time – this must be in writing and addressed to the Headteacher.**
2. The school will not re-use any photographs for promotional purposes after your child leaves this school without further consent being sought. However, photographs that have already been published cannot be withdrawn.
3. The school will not use the personal details or full names (which means both first name and surname) of any child or adult in a photographic image, on video, on our website, in the school prospectus / brochure or in any of our other printed publications.
4. The school will not include personal contact details on our website, in our school prospectus / brochure or in other printed publications.
5. If we use photographs of individual pupils, we will not use the full name of that child in any accompanying text or caption. We may use their first names if it is appropriate / safe to do so.
6. If we use the full name of a pupil in text, we will not use a photograph of that child to accompany the article.
7. We may use 'general' group or class photographs or footage with very general labels, such as 'a science lesson'.
8. We will only use images of pupils who are suitable dressed.
9. Parents should note that websites can be viewed throughout the world and not just in the United Kingdom, where UK law applies.

### Notes on Use of Images by the Media

If you give permission for a child's image to be used by the media then you should be aware that:

- The media will want to use any printed or broadcast media pictures that they take alongside the relevant story; It is likely that they will wish to publish the child's name, age and the school name in the caption for the picture (possible exceptions to this are large group or team photographs); **We always ask the press to use first names only, but we cannot guarantee that they will comply.**
- It is possible that the newspaper will re-publish the story on their website, or distribute it more widely to other newspapers or media organisations.
- We will endeavour to inform you in advance if an image of your child is likely to be used in the wider media and, if appropriate, gain additional consent from you.

### Photographs Taken by Parents and Carers at School

We recognise that parents and carers and family members wish to record school events such as plays, sports days etc. to celebrate their child's achievements. We are happy to allow this to happen on the understanding that the following is agreed:

1. Parents take guidance from the school staff regarding the timing and procedures for permitted photography;
2. Parents and carers will only use photographs of their children for their own personal use;
3. Team or group photographs or photographs including other children should not be shared. Such images cannot be sold and must not be put on the web/internet, including social networking sites such as Facebook;
4. Parents and carers must not photograph or video children changing for performances or events;
5. That the taking of photographs do not disrupt the event, create a health and safety hazard or negatively impact on the enjoyment of others;
6. In certain circumstances, for safeguarding, health & safety or copyright reasons, the headteacher may restrict the use of photography. Where this is the case, parents will be informed in advance and where possible, an 'official' photographer appointed. Photographs from the event will be made available to parents free of charge;

**See also the Photography & Mobile Phone Policy on the school's website.**