

Photographic Image and Video Consent Policy



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As a school, we regularly use photographs and videos to show how our pupils and the school as a whole develops. Images can also help us illustrate and communicate with parents about past and future 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 the opportunity to do so.

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

- Parent communications and displays
 - Including parent portal, newsletter, classroom displays, event programmes and Y6 Yearbook
- School Publicity
 - Including prospectus, promotional print and video
- School Website
 - Images on the school's website
- Social Media
 - Images on the school's social media accounts

During the Admissions process, the school requests an active (OPT IN) by parents to allow its use of images and videos of their child for a variety of different purposes.

Without your (OPT IN), the school will not use images and videos of your child. If there are only certain conditions under which you would like images and videos of your child not to be used (LIMITED OPT OUT), the school will abide by the conditions you set.

The school follows guidance set by data protection legislation including the General Data Protection Regulation (GDPR) as it applies in the UK, tailored by the Data Protection Act 2018 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 therefore it is necessary for the school to obtain this consent from the parent using the preferences set out below.

When an (OPT IN) to using images and videos including your child is given, this will last throughout your child's time at the school and will continue to apply after they leave as they may appear in the school prospectus and other publications, website news and events, website banners, marketing, Year 6 Yearbook and alumni. Images published for historical purposes may be kept for an extended period of time to show the history of the school.

You can (OPT OUT) at any time and can do so by writing to the Bursar asking the school to stop using images or videos of your child in all or specific instances. Please note, that the school cannot prevent images or videos from continuing to appear in publications already in circulation.

Please note, images of your child will be used by the school where the purpose is necessary and legitimate. This might include for identification, to ensure the safety of the child and detail achievements and progress.

Further information can be found within the school's Privacy Policy which is available on the main website.

If you have any questions, please contact info@blackheathprep.co.uk

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