

# **Boughton-under-Blean & Dunkirk School**

## **Using Images of Children**

To all parents and carers

This letter explains why we need to ask you for your consent to any photographs of your child or young person while at school / setting or youth establishment. When you have read the letter, you should fill in and return the form attached to let us know your wishes.

Generally, photographs for school and family use, and those that appear in the press are a source of pleasure and pride. We believe they can enhance self esteem for children and young people as well as their families and so are to be welcomed.

In an age in which digital technology has vastly increased the use and potential misuse of photography and there has been publicity surrounding concern about filming school events we believe you should understand the risks and weigh the chances of a child being identified by a photograph in the local press or on a web site and as a result being targeted for abuse.

On advice from the Kent Police, the Kent Local Authority and others, we have taken the view that the risk of a child being identified by a stranger is so small that, providing reasonable steps are in place in terms of school security, planning to ensure an appropriate photograph, and to protect the full name and contact details of children, the practice of photography for school events by families and the media, should continue. In any case, the widespread use of mobile telephones as digital cameras would make banning virtually impossible to impose and police.

The DCSF broad rule of thumb for schools is that "if the pupil is named, avoid using the photograph. If the photograph is used, avoid naming the pupil". For our own school publications, we will follow this advice for photographs to be used for circulation beyond the school. The press however like to reflect the local community by naming children who appear, and may decline to photograph events if this facility is denied to them.

We are mindful of the fact that for some families, there may be reasons why a child's identification is a matter of particular anxiety, and if you have special circumstances either now, or at any time in the future which would affect or change your consent on this issue, you need to let your child's class teacher know.

If your child is old enough to express their own view, you may want to consult with them about the categories of consent, and we invite you to use this letter to explore their feelings about being photographed at school.

Please complete the form attached. Talk to the supervisor, teacher or KCC staff member if you are unclear.

## Using images of children Boughton-under-Blean & Dunkirk School

Name of child / children.....

Occasionally, we may take photographs of the children. We may use these images in our publicity or the schools/setting prospectus or in other printed publications as well as on our website. We may also make video or webcam recordings for school-to-school conferences, monitoring or other educational use.

From time to time, our establishment / school may be visited by the media who 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, websites or on televised news programmes.

To comply with the Data Protection Act 1998, we need your permission before we can photograph or make any recordings of your child. Please answer questions 1 to 4 below, then sign and date the form where shown.

**PLEASE RETURN THE COMPLETED FORM TO THE SCHOOL AS SOON AS POSSIBLE.**

Please circle your answer

- |  |          |
|--|----------|
| 1. May we use your child's photograph (unidentified) in the school prospectus and other printed publications that we produce for promotional purposes?                                       | Yes / No |
| 2. May we use your child's image (unidentified) on our website?  | Yes / No |
| 3. May we record your child's image (unidentified) on video or webcam?   | Yes / No |
| 4. Do you consent to your child being photographed or filmed in press events agreed by the school?   | Yes / No |
| 5. Do you consent to your child's full name being published with a press photograph? (At the present time, some local newspapers will not agree to publish a photograph without a full name) | Yes / No |
| 6. Do you consent to your child's image (unidentified) being used on Facebook and our school's YouTube channel?  | Yes / No |

*Please note that websites can be viewed throughout the world and not just in the United Kingdom where UK law applies.*

*Unidentified above means we will only use the first name*

*Please also note that the conditions for use of these photographs are on the back of this form.*

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

Parent's or guardian's signature \_\_\_\_\_ Date: \_\_\_\_\_

Name (in block capitals): \_\_\_\_\_

## Conditions of school use

1. This form is valid for five years from the date you sign it, or for the period of time your child attends this school or setting. The consent will automatically expire after this time. It is your responsibility to let us know if you want to withdraw or change your agreement at any time.
2. We, the school, setting or service, will not use the personal details or full names (which means first name and surname) of any child in a photographic image on video, on our website, in our school prospectus or in any of our other printed publications.
3. We will not include personal e-mail or postal addresses, or telephone or fax numbers on video, on our website, in our school prospectus or in other printed publications.
4. If we use photographs of individual pupils, we will not use the name of that child in the accompanying text or photo caption, unless we have your agreement.
5. If we name a pupil in the text, we will not use a photograph of that child to accompany the article.
6. We may include pictures of pupils and teachers that have been drawn by the pupils.
7. We may use group or class photographs or footage with very general labels, such as "a science lesson" or "making Christmas decorations".
8. We will only use images of pupils who are suitably dressed, to reduce the risk of such images being used inappropriately.
9. As the child's parents/guardian, we agree that if we take photographs or video recordings of our child/ren which include other pupils, we will use these for personal and family use only. I/we understand that where consent has not been obtained from the other parents for any other use, we would be in breach of the Data Protection Act 1998 if we used our recordings for any wider purpose.

