

Use of Pupil Images

UK Data Protection Legislation governs how we use (process) images of children. Whenever we process your child's data it is essential we are clear on why we do that (our Legal Basis).

For most school activities we believe our basis is

"processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller"

In other words, the Department of Education has given us the authority to provide Education Services to your child.

As part of our school activities, we may occasionally take photographs or videos of the children that attend our school. These could be individually or in groups. We use these to record achievement and to celebrate those achievements within the school.

As with many other schools we operate an Instagram Account (westbourne.primary) and an 'X' (previously Twitter) account (@westbourneprimary). We believe this can be a valuable communication tool for parents, the local community and other schools as well as a way of celebrating the wonderful achievements of our children and showcasing the many excellent learning opportunities they experience during their time at Westbourne.

Note we do NOT use photographs on this account unless we have specific consent for that instance.

The purpose of this form is to seek your consent for use of images in school publicity material; on the school website; in the school newsletter and local or national media.

The school's policy is not to include photographs of pupils unless specific consent is granted for that individual child. The school will also engage with external organisations, such as other schools and agencies, to ensure consent around Social Media content is both sought and adhered to.

Please complete the form below.

Please note that failure to return this form will be taken as consent has NOT been given.

If you ever wish to withdraw consent for any reason, please do so in writing to Mr D Miracapillo, using the office@westbourne.sutton.sch.uk email address.

Terms and Conditions

1. The school may retain photographs after your child has left the school. These may be displayed on the school website or in publications. If you wish to withdraw consent after your child leaves the school, please email or write to the school office.
2. Please email or write to the school office if you wish to withdraw consent to use of pupil images at any time.
3. The images we take will be of activities that show the school and children in a positive light.
4. Embarrassing or distressing images will not be used. The images will not be associated with negative or sensitive issues.
5. We may use group or class photographs or footage with very general labels e.g. 'science lesson'.
6. If we use photographs of individual pupils, we will not use the name of that child in the accompanying text or photo caption. If we name a pupil in the text, we will not use a photograph of that child to accompany the article.
7. If a child has won an award and the parent would like the name of their child to accompany their picture we will obtain explicit permission from the parent before using the image.
8. We will make every effort to ensure that we do not allow images to be taken of any children for whom we do not have permission or who are 'at risk' or disallowed from having their photographs taken for legal or social reasons.
9. We will take all reasonable measures to ensure the images are used solely for the purposes for which they are intended. However, we cannot guarantee this and take no responsibility for the way images are used by other websites or publishers or for any consequences arising from publication.

Please note that websites can be viewed throughout the world and not just in the United Kingdom where UK law applies. In giving your consent, you understand that images may be used in printed and electronic form.

Once your child leaves the school, this form will be considered invalid and if we would like to continue to use your child's image (e.g. in publicity material) we will obtain renewed, written consent.

Please complete the form below, sign and date and return to the school.

It is important to tick all boxes that apply. Where forms are incomplete, we will assume permission has not been given.

Type of Consent	Yes	No
I give consent for my child's photograph to be used within the school for display purposes		
I give my permission for my child's image to be used in Learning Journeys or Records of Achievement belonging to other children.		
I give consent for my child's photograph to be used outside the school for publicity purposes		
I give permission for my child's photograph to be used on the school website.		
I give permission for my child's photograph to be used in the school newsletter.		
I give permission for my child's photograph to be used in local and/or national media		
I give permission for my child to have a school photograph taken which will be available to purchase. I understand the name of the Photographer will be published at the time of taking.		

If we wish to use your child's image on the School Social Media platforms, we will seek explicit consent.

Video Filming

During school performances and/or events, we kindly request that parents do not use recording devices to film them (safeguarding and GDPR compliance). Should parents decide to act against our request, we will expect that they will comply the following terms and conditions:

- ***All filming is for personal use only and must not be shared with external agencies***
- ***No video, film or still photography from school events may be posted to any form of social media.***

Please ensure you complete and sign the following page.

WESTBOURNE PRIMARY SCHOOL

I confirm that I have read and understood all school terms and conditions and that I agree to abide by their use.

I understand that if I film my child during any school activities, I am agreeing to the School's terms and conditions especially regarding the use of social media.

I accept that I will be held responsible where any images I may have shared with others (e.g., family members) are uploaded to social media.

Name of Child	Year
Class	
Name of Parent/Guardian (please print clearly)	
Signature of Parent/Guardian	Date

You may withdraw consent at any time by writing to Mr Miracapillo via office@westbourne.sutton.sch.uk