

13th September 2022

Dear Parents/Carers,

Re: Use of photographs consent

The UK 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.

At West Acton, we regularly use photographs 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 of your child, specifically:

- We publish photos on the school's website to promote the school to current and prospective parents as well as providing updates on current events;
- We publish photos on our social media accounts such as Facebook and Twitter to provide updates on events and news within the school. The school ensure that its privacy settings are such to limit viewing of photos to followers of the school accounts (as approved by the school);
- From time to time we put videos on our you tube channels which can be seen by subscribers to our channel;
- Within our newsletters, we may provide photos of recent events or achievements from our pupils;
- In order to promote the school, we send out prospectuses, flyers, leaflets and brochures which contain images to show life at our school. These will be sent to prospective parents;
- We may also use other promotional materials such as banners and signs which may contain photographic images for prospective parents to view;
- We 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;
- In promotional materials to show the history and character of the school to future generations.

We follow guidance as set by data protection legislation (mainly the UK 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.

Usually pupils will not be named in the photographs unless they gain specific consent in the first instance.

Consent to using your child's images will last throughout your child's time at the school and will continue to apply for a short time after they leave (except for images published for historical purposes which may be kept for an extended period of time to show the history of the school).

You can withdraw your consent at any time and can do so by emailing admin@west-acton.ealing.sch.uk 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.

If we are 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. We would inform you separately of this events, explain them and ask permission for the event.

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

You will shortly receive a form by text - please respond to this. It will look like this:

I have read the information and agree or disagree to the following regarding my child:

Photos/Videos to be displayed in school, in the school prospectus/brochure, the school website, National and local press, or on ourTwitter, Facebook and Youtube feeds.	YES [] NO []

Thank you for your support.

Yours faithfully,

Karen Kondo
Headteacher