



PHOTOGRAPHY AND VIDEOS PARENTAL/CARER CONSENT FORM

This information explains the reasons why and how Hollinhey Primary School and the Aspire Educational Trust (AET), may take and use photographs and videos of your child. Please read the information thoroughly and outline your agreement as appropriate.

Name of pupil:
Name of parent:

Why do we need your consent?

We request the consent of parents/carers to take and use photographs and videos of your child for a variety of different purposes. Without your consent, we will not take and use photographs and videos of your child. Similarly, if there are only certain conditions under which you would like images and videos of your child to be used, the school will abide by the conditions you outline in this form.

Why do you we take and use photographs and videos of your child?

We use photographs and videos of pupils as part of school displays to celebrate school life and pupils' achievements; to promote on social media, websites; and for other publicity purposes in printed publications, such as newspapers.

Where the school uses images of individual pupils, the name of the pupil **will not** be disclosed. Where an individual pupil is named in a written publication, a photograph of the pupil **will not** be used to accompany the text.

If, for example, a pupil has won an award and their parent would like their name to be published alongside their image, **separate consent** will be obtained prior to this.

We may take images or videos of individual pupils and groups of pupils to use on social media, the school website, in school prospectuses and other printed publications, such as a newsletter.

Who else takes and uses images and videos of your child?

It is common for the school to be visited by local media and press who take photographs or videos of school events such as sports days. Pupils will appear in these images and videos, and these may be published in local or national newspapers, social media or on approved websites.

The following organisations may use images and videos of your children:

- The Macclesfield Express
- Local Secondary Schools e.g. The Macclesfield Academy, Tytherington High School, Fallibroome Academy, All Hallows Catholic College

Where any organisations other than those above intend to use images or videos of your child, additional consent will be sought before any image or video is used.

Acting Headteacher
Mrs C. Massey
Email: head@hollinhey.cheshire.sch.uk

Main Office
Mrs Mandy McPike
Email: admin@hollinhey.cheshire.sch.uk
Tel: 01625 704352

Bell Avenue
Sutton
Macclesfield
SK11 0EE



What are the conditions of use?

- This consent form is valid until your child leaves the school.
- It is the responsibility of parents to inform the school, in writing, if consent needs to be withdrawn or amended.
- The school will not use the personal details or full names of any pupil in an image or video on our website, in our school prospectuses or any other printed publications.
- The school will not include personal emails or postal addresses, telephone or fax numbers on images or videos on our website, in our school prospectuses or any other printed publications.
- The school may use pictures of pupils and teachers that have been drawn by pupils.
- The school may use work created by pupils.
- The school may use group or class images or videos with general labels, e.g. 'sports day'.
- The school will only use images and videos of pupils who are suitably dressed, i.e. it would not be suitable to display an image of a pupil in swimwear.
- The school will take class images of your child which are available to purchase annually.

I provide consent to:

	YES	NO
Photographing and videoing my child		
Using photographs of my child on the school website and AET website.		
Using videos of my child on the school website and AET website.		
Using photographs of my child on social media, including, but not limited to, Facebook, Twitter, Instagram.		
Using videos of my child on social media, including, but not limited to, Facebook, Twitter, Instagram.		
The local media using images of my child to publicise school events and activities (only including the organisations outlined above).		
The local media using videos of my child to publicise school events and activities (only including the organisations outlined above).		
Using images of my child in marketing material, e.g. the school brochure and prospectus.		
Sharing my child's data with a school-appointed external photography company for official school images. This includes the following: <ul style="list-style-type: none">• Name• Class• Roll number		

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Refreshing your consent

This form replaces any previous consent that you have provided.

This form is valid for until your child leaves school.

Consent will also be refreshed where any changes to circumstances occur – this can include, but is not limited to, the following:

- New requirements for consent, e.g. an additional social media account will be used to share pupil images and videos
- Changes to a pupil's circumstances, e.g. safeguarding requirements mean a pupil's image cannot be used
- Changes to parental consent, e.g. amending the provisions for which consent has been provided for

Where you would like to amend the provisions for which consent has been provided, you must submit your request in writing to the headteacher. A new form will be supplied to you to amend your consent accordingly and provide a signature.

Withdrawing your consent

Parents have the right to withdraw their consent at any time. Withdrawing your consent will not affect any images or videos that have been shared prior to withdrawal.

If you would like to withdraw your consent, you must submit your request in writing to the headteacher.

Declaration

I, _____ (name of parent), understand:

- Why my consent is required.
- The reasons why Hollinhey Primary School and the Aspire Educational Trust uses images and videos of my child.
- Which other organisations may use images and videos of my child.
- The conditions under which the school and the Aspire Educational Trust uses images and videos of my child.
- I have provided my consent above as appropriate, and the school and the Aspire Educational Trust will use images and videos of my child in line with my requirements.
- I will be required to re-provide consent where any circumstances change.
- I can amend or withdraw my consent at any time and must do so in writing to the Headteacher.

Name of parent: _____

Signature: _____

Date: _____

If you have any questions regarding this form, please do not hesitate to contact the Headteacher at head@hollinhey.cheshire.sch.uk or **01625 704352**.

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