

Images and videos parental consent

This form explains the reasons why and how The Rivers CofE Academy Trust and North Worcester Primary Academy may use images and videos of your child. Please complete this form to give consent for us to take images, video, audio, comments and other personal data to then be stored and used.

Why do we need your consent?

The **Image statement** (available on the North Worcester Primary School website or on request from the School Office) provides full details about how images of pupils are used by The Rivers CofE Academy Trust and member schools.

The Rivers CofE Academy Trust and North Worcester Primary Academy request the consent of parents when they join the school to use images and videos of their child for a variety of different purposes.

Why do we use images and videos of your child?

As noted in the **Image statement**, photographs and video are in the legitimate interests of the school and necessary for the school's administrative, functional educational and pastoral purposes. The school is entitled lawfully to process such images and take decisions about how to use them, subject to any reasonable objections raised.

In addition to images and videos used for lawful process, The Rivers CofE Academy and North Worcester Primary Academy uses images and videos of pupils as part of school displays to celebrate school life and pupils' achievements; to promote the school on social media and on the school's website; and for other publicity purposes in printed publications, such as newspapers.

Unless you give specific consent in Section B below, 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.

Where, for example, a pupil has won an award and their parent would like their first name to be published alongside their image, consent must be given in Section B below, or obtained separately on each occasion.

The Rivers CofE Academy Trust and North Worcester Primary Academy may take images or videos of individual pupils and groups of pupils to use on, internal displays, in communications with the school community (including email and website), via the school's social media channels, in the school publications (printed and online) and other external advertising, in the press and in programmes for events. If the school wishes to use images for any other purposes than those stated in this document, additional consent will be sought.

Who else uses images and videos of your child?

The school is sometimes visited by local media and press, who take images 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, or on approved websites.

What are the conditions of use?

- This consent form is valid for the time that your child is in the school. It is the responsibility of parents to inform the school, in writing, if consent needs to be withdrawn.
- Withdrawing consent or leaving the school may not effect the material that has already been used.

Withdrawing your consent

Parents have the right to withdraw their consent at any time. If you would like to withdraw your consent, you must submit your request in writing to the headteacher.

Providing your consent

Child's first name	
Child's last name	
Child's year group	

Please provide your consent by ticking either 'Yes' or 'No'

	Yes	No
<p>Section A I am happy for The Rivers CofE Academy Trust and North Worcester Primary Academy to use images and/or videos of my child to keep the school community updated on the activities of the school, and for marketing and promotional purposes:</p> <ul style="list-style-type: none"> • Website • Newsletter (printed and online version) • Social Media • Local media • Marketing - Prospectus, Displays, Banners, Signs or exhibitions, Leaflets/flyers 		
<p>Section B I am happy for The Rivers CofE Academy Trust and North Worcester Primary Academy to present my child's first name alongside images and/or videos of my child in order to celebrate an achievement.</p>		

I understand the request and give informed consent:

Parent/guardian signature:	
Name	
Date:	