



Photographic and Video Consent at Reepham Primary School

This leaflet explains why we need to ask you for your consent to any photographs of your child while at school. When you have read the letter, you should fill in and return the form overleaf 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, which we believe can enhance self-esteem for children and should therefore be encouraged. Children get extremely excited when their work is shared. Furthermore, an ability to share work with the wider world gives their efforts more meaning than just being seen by a teacher. In the trials that we have done we have seen countless examples of authors, famous individuals and people around the world interacting with children's work, enriching their school experience. Similarly, the best way we can teach children to be safe, responsible digital citizens is by showing the positive impact they can have on the internet, as well as teaching them about the possible pitfalls.

We understand that we live in an age in which digital technology has vastly increased the use, and potential misuse of photography, and there is understandable concern surrounding the safety of filming school events and the risk of a child being identified by a photograph in the local press.

In line with many schools and following advice from organisations such as local authorities and the police, we have taken the view that the risk of a child being identified by a stranger is incredibly small. Providing reasonable steps are in place to protect the safety of our children, the practise of photographing and sharing the accomplishments of our children should therefore continue to be encouraged.

The Department for Education's 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 and social media accounts, we will follow this advice for photographs to be used for circulation beyond the school.

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 or concern, 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 the school office know straight away.

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. If you have any questions or concerns please do not hesitate to speak with Mrs Ogle, Mr Wallis (school computing lead) or you child's teacher.



Website and Photographic Consent Form

CHILD'S NAME:

YEAR:

Conditions of School Use

- This form is valid for the duration your child remains at Reepham Primary School
- It is your responsibility to let us know if you want to withdraw or change your agreement at any time.
- We, the school, 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.
- We may include, if selected, work from pupils.
- We may use group or class photographs or footage with very general labels, such as “a science lesson” or “making Christmas decorations”.

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| Do you give permission for your child to appear in group/individual photographs on the school website/social media pages and understand that if you give your permission that photographed children will not be named? | YES / NO |
| Do you give permission for your child to appear in photographs and digital images taken at Reepham Primary School or by associated Cluster Schools and understand that if you give permission these images will only be used within school, the associated Cluster schools, within the educational community for learning purposes or in the local media. | YES / NO |

If your wishes change in any way, it is your responsibility to inform the school to ensure our records are up to date. Reepham Primary School will check annually with parents/carers to see whether you wish to make any changes. Thank you.

Signature of Parent/Carer:

Name of Parent/Carer:

Date: