

Our Ref: TMa / TiW

9th May 2019

Dear Parent/Carer,

Subject: Photographic Consent (GDPR) – Years 8 – 11 Students

The purpose of this letter is to provide background information regarding consent to take and use photographs of your child whilst they attend Hans Price Academy.

Hans Price Academy recognises the need to ensure the welfare and safety of all young people taking part in any activity associated with our organisation. The photographs, recordings or videos that may be taken within the academy have many benefits. We strongly believe that they have a positive impact on an individual's confidence and can be a source of immense pleasure and pride, not just for the student, but their families as well. When children have been part of a successful sports team or have taken part in a school production, both the child and their family enjoy seeing this recognised within school, published in our newsletter and on social media, and even in the local press or TV. This can also apply to other aspects of school life for example our inter-college competitions, students completing work experience and other events organised during their time at the Academy.

We may take photos/video for a number of reasons whilst they are with us including:

- Documenting and recording education activities
- Recording their learning and development progress
- Recording special events and achievements

We do however recognise that with the increase in use of technologies, particularly digitally and online, the potential for misuse has become greater and we understand that this can give rise to concern. We will therefore endeavour to put effective safeguards in place to protect children and young people by minimising risk.

The Information Commissioner recommends that written consent should be obtained from parents of a child, however, young people aged 12 or over, if deemed competent, can make the judgement themselves.

With this Guidance in mind, we have planned an information session during Learning Family time for students in Years 8, 9, 10 & 11 which will cover consent in relation to the General Data Protection Regulations 2018 but specifically around the taking of, and use of, photographs and film footage.

During this session Hans Price Academy will cover the basis of why we require consent, what images/photographs could be used for, how to withdraw consent, as well as students completing an exercise on whether they would like to consent to being photographed/filmed (Year 8 to Year 11 only).

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Chief Executive Officer
Steve Taylor

Working in partnership with:



Rolls-Royce



Responses once obtained, may impact on how the school uses images of students. Clearly, we wish to celebrate student's achievements as often as we can, share their joy on a school trip, or allow families to see images from school activities and productions. We would therefore ask that parents/carers give careful consideration to the effect of saying "no" and would ask you engage your child in the discussion to seek their opinion and also for them to engage you prior to this session in learning family.

If you believe that your child is not capable of understanding consent in relation to the taking and use of photographic images/footage, please notify your child's college leader by FRIDAY 17TH MAY.

We are mindful of the fact that some families may have reasons why protecting a child's identity is a matter of particular concern. If you have special circumstances either now or at any time in the future which would affect your position regarding consent, please let us know immediately in writing.

Also, Hans Price Academy wishes to remind parents/carers that once consent has been given or refused, this can be amended at any time in writing. The school will then take all reasonable efforts to act upon this request as quickly as possible.

Conditions of use:

- The consent is valid for the period of time your child attends Hans Price Academy. If at any point we make any changes to this process or the law changes regarding consent, we will notify you.
- Hans Price Academy will not use student personal details or full names in a photographic image or video, on social media, our website, in our prospectus or any other printed publications.
- For Students in Year 8 / 9 / 10 / 11, it is their responsibility to let Hans Price Academy know if they want to withdraw or change their agreement at any time.
- For Students in Year 7, it is the parent/carers responsibility to let Hans Price Academy know if they want to withdraw or change the agreement at any time.

Yours sincerely



Mr Thomas Mallinson
Data Manager