

Using Images - School



This section explains why we need to ask for your consent before we are able to take photographs of your child during their time with us at Matford Brook Academy. Generally, photographs are a source of pleasure and pride. We believe that the taking and use of photographs can enhance the self-esteem of children and their families and therefore is something to be welcomed and appreciated.

There are a number of instances when the school may take photos of your child, specifically:

- 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;
- We publish photos for staff to use as part of pupil- and staff-facing coursework;
- 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, Twitter, Instagram to provide updates on events and news within the school.
- From time to time we put videos on our YouTube 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 may be 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;
- In promotional materials to show the history and character of the school to future generations.
- Once or twice a year a school photographer will visit the school and take individual and group photos of the children which will be made available to purchase. Reminders will be sent in good time prior to the photographer's visit.

Active Learners

We recognise that parents/carers are likely to want to record productions or special events and families will value the memories evoked from such images for years to come. We request that parents and carers sign an Acceptable Use Agreement (within the Admission Form) to cover the taking and use of such images, to ensure that the requirements of the Data Protection Act 2018 are adhered to and the wishes of other parents/carers are respected.

We will also encourage children to be active learners and to become involved in using cameras themselves by taking photos of their surroundings, activities and of each other. We do, however, recognise that with the increased 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. We will seek to protect children's identity and to limit opportunities for the taking, making and distribution of inappropriate images.



We have a Photographic and Digital Images Policy published on the 'key statutory information' section of our website.

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

If your child is old enough to express their own view, you may want to consult with them about categories of consent, and we invite you to use this information to explore their feelings about being photographed.

Consents

In our Admissions Form, you will have the opportunity to select whether you grant consent for Matford Brook Academy to use images of your child under the circumstances listed above.

If you do not consent, you may leave these options blank as we operate an 'opt-in' approach. You can of course revoke your consent at any time by contacting us by phone or email and we will respond in writing: 01392 714140 / info@matfordbrook.academy. At that point, images will not be used in future publications but we cannot prevent them from continuing to appear in publications already in circulation.



Using Images - Families

Acceptable Use Agreement

We recognise that parents/carers are likely to want to record productions or special events and families will value the memories evoked from such images for years to come. We request that parents and carers sign an Acceptable Use Agreement (within the Admission Form) to cover the taking and use of such images, to ensure that the requirements of the Data Protection Act 2018 are adhered to and the wishes of other parents/carers are respected.

Acceptable Use Agreement

By consenting to the relevant section in the MBA Admission Form you agree that you and other family members/guests will:

- use recording/photography equipment only in the designated areas agreed.
- use recording/photography equipment on the agreed date and time only.
- respect the rights of other parents/carers
- stand to the rear of the designated area to avoid obstructing the view of others.
- avoid taking unnecessary close-ups of individual children (other than my own child).
- avoid taking any photos which could cause embarrassment or distress.
- stop recording/taking photographs on the request of any staff member.
- ensure any photographs or videos taken are for my personal use only.
- not sell, publish or display such images in any form, including uploading of photographs on to the Internet, in line with Data Protection guidelines.

**Data Protection doesn't cover
personal use - extract from the
Information Commissioner's
Office (ICO)**

