

## **ASPIRE NORTH EAST MULTI ACADEMY TRUST**

### **Parental Consent for Use of Photographs / Videos**

As part of our school activities, we regularly take photographs or videos of our students. We use these images to celebrate achievements, share news and to promote our academies.

Photographs/videos that we take of students may be used for the following purposes:

- Displays within the Academy
- Academy presentations (eg Celebration Events such as Awards Ceremonies)
- Publication in the weekly Headteacher's Blog
- Publication on the Academy/Trust websites
- Publication on the Academy's official social media accounts - Facebook, X (Twitter), YouTube, Instagram and LinkedIn
- Publication within the local press (eg Sunderland Echo)
- Other marketing/promotional materials in order to showcase the Academy / Trust

At Aspire North East MAT we follow guidance as set out by data protection legislation (mainly the UK General Data Protection Regulation) as well as guidance set by the Information Commissioner's Office on taking photos in schools and obtaining consent.

The data protection laws give children the rights over their own data where they are considered to have the required capacity to understand their data rights. Most children will reach this level of understanding from the age of 12 and so it may be necessary for the Academy to obtain this consent from the student directly in some circumstances. If this is not suitable, the Academy will consider preferences as set out below.

In most circumstances, where names are provided alongside imagery this will be first names only – full names will not be provided alongside photographs used for external purposes unless specific consent is provided.

Please indicate your consent preference by ticking **ONE** box below:

- [ ] **I give consent for photographs/videos of my child to be taken and used for any of the purposes as outlined above including external/online publication. I understand that this includes the use of photographs/videos of my child to be used on the website, social media accounts and in printed marketing materials (ie school prospectus).**
- [ ] I give consent for photographs/videos of my child to be taken and used for **internal purposes only (ie displays and presentation within school only).**
- [ ] I **do not give consent** for photos/videos of my child to be used for **any** of the above purposes.

I understand I can withdraw or change my consent at any time by contacting the school office at the relevant Academy:

Sandhill View Academy - [info@sandhillview.com](mailto:info@sandhillview.com)  
Southmoor Academy - [Info@southmooracademy.com](mailto:Info@southmooracademy.com)

#### **IMPORTANT:**

- **This consent will last throughout your child's time at the Academy and will continue to apply for a short time after they leave (except for images published for historical purposes which may be kept for an extended period of time to show the history of the school).**
- **For the purpose of educational trips and visits, a specific consent form will be completed for each occasion which will give the option to change your consent for this specific purpose.**
- **Please share your consent preference with your child so they can assist us in maintaining this at times when photographs and videos are being taken.**

**STUDENT NAME:**

**FORM:**

**PARENT/CARER NAME:**

**SIGNATURE:**

**DATE:**