



Using images of children by Kent County Council school

Occasionally, we may take photographs of the children at our school. We may use these images in our school's prospectus or in other printed publications that we produce, as well as on our website. We may also make video or webcam recordings for school-to-school conferences, monitoring or other educational use.

From time to time, our school may be visited by the media who will take photographs or film footage of a visiting dignitary or other high profile event. Students will often appear in these images, which may appear in local or national newspapers, or on televised news programmes.

To comply with the Data Protection Act 1998, we need your permission before we can photograph or make any recordings of your child. Please tick the box on the back of the purple admission form to give your consent.

We may:

- Use your child's photograph (unidentified) in the school prospectus and other printed publications that we produce for promotional purposes.
- Use your child's image (unidentified) on our website.
- Record your child's image (unidentified) on video or webcam.
- Photograph or film your child for press events agreed by school.
- Use your child's full name in published articles with photographs.

Please note that websites can be viewed throughout the world and not just in the United Kingdom where UK law applies.

Unidentified above means we will only use the first name.

Please also note that the conditions for use of these photographs are on the back of this form.

Conditions of school use

1. This form is valid for seven years from the date you sign it, or for the period of time your child attends this school. The consent will automatically expire after this time. It is your responsibility to let us know if you want to withdraw or change your agreement at any time.
2. We, the school, will not use the personal details or full names (which means first name **and** surname) or any child in a photographic image on video, on our website, in our school prospectus or in any of our other printed publications.
3. We will not include personal e-mail or postal addresses, or telephone or fax numbers on video, on our website, in our school prospectus or in other printed publications.
4. If we use photographs of individual students, we will not use the name of that child in the accompanying text or photo caption, unless we have your agreement.
5. If we name a student in the text, we will not use a photograph of that child to accompany the article.
6. We may include pictures of students and teachers that have been drawn by the students.
7. We may use group or class photographs or footage with very general labels, such as "a science lesson" or "making Christmas decorations".
8. We will only use images of students who are suitably dressed, to reduce the risk of such images being used inappropriately.
9. **As the child's parent/guardian, we agree that if we take photographs or video recordings of our child/ren which include other students, we will use these for personal and family use only.** I/we understand that where consent has not been obtained from other parents for any other use, we would be in breach of the Data Protection Act 1998 if we used our recordings for any wider purpose.