



Dear Parent/Carer,

8th October 2018

Consent to use your child's photograph, video, image and name

Hawkes Farm Academy is part of STEP Academy Trust,

I am writing to seek your consent for STEP Academy Trust, to use your child's photograph, image and full name for certain purposes connected with the Academy and the Trust.

We are proud of the many achievements of our pupils at STEP Academy Trust and there are many activities and events for our pupils to get involved in. You'll have seen that we often use photos of pupils on our website, on social media and in our school prospectus to give people a flavour of school life at STEP Academy Trust, to keep the school community informed about what our pupils do and to celebrate pupils' achievements.

Sometimes, we publish photos of pupils in our school newsletter and share them with the press. In this digital age, many members of our school community use social media to stay connected with what's happening in school. For those who don't use social media, the website is an important communication tool which showcases what we do.

We also work with a number of other organisations, in order to enhance children's education and school life. For example, we use educational software to support learning and use external companies to deliver wrap around care (breakfast, after school clubs etc). We often need to share data with these companies, such as children's name and date of birth (for example to set up individual software logins).

You may be aware that the law relating to data protection changed on 25th May 2018, so we are taking this opportunity to review the consent that we have on file. Under data protection law, we need the consent of parents / carers to use photographs and videos of pupils and share their data in this way, until pupils reach the age of 13.

There is no obligation for you to give consent and if you choose not to give consent for some or all of the options below, we will ensure that your child's photo, image, video or other data is not used for those purposes if your child can be identified.

Please note that there are likely to be circumstances when we use your child's photograph or data for other purposes connected with the Academy and Trust where we do not require your consent, because there is another legal reason which permits us to use it. For example, we may keep a copy of the official school photo on our database so that we can correctly identify pupils. For further information, please see our privacy notice, which is available at the bottom of all pages on our website.

The consent you provide will last the duration of your child's time at STEP Academy Trust, however we will write to you each year to ask if you would like to review your consent. We will write to you sooner than that if we wish to use your child's photo, image or data in a way that is not reflected in the consent categories on the form.



You can withdraw your consent at any time by contacting the school office, or the Headteacher, who is the school's Data Protection Lead. If you withdraw consent, we will stop using your child's photo, image or data in this way, but we may still need to retain a copy for other reasons, for example, where it is needed to perform our public task of providing education.

To enable us to update our records, please fill in the form below and return it to your child's teacher by **Friday 12th October 2018**.

If you have any questions, please do not hesitate to contact the office, who can raise an enquiry with our GDPR team. Alternatively, please send an email to our Trust's Data Protection Officer at dpo@stepacademytrust.org.

Yours sincerely,

A handwritten signature in black ink that reads "J. Meek". The signature is written over a thin horizontal line.

Mr J Meek



CONSENT FORM FOR CHILD

NAME OF PUPIL: _____

Providing your consent

We can only use your child’s photos, image, videos and name for the reasons set out below if we have received this form back from you. Please therefore return this form to the academy as soon as possible so that we can update our records about whether you give your consent.

There is no obligation on you to give consent if you prefer not to do so.

Other than to perform the public task of providing education and to comply with our statutory responsibilities regarding health and safety and safeguarding, STEP Academy Trust will only use the name, photos, images and videos of your child for the options that you provide consent for.

Please confirm if you wish to provide your consent as appropriate by ticking either ‘Yes’ or ‘No’.

I provide consent to STEP Academy Trust using my child’s photo, image, video, full name and class:	Yes	No
Within the academy: On posters, displays within the academy and in other children’s work*.		
Outside the academy: On the Academy and STEP websites, social media, newsletters, in articles shared with local and national press and in marketing materials (for example the prospectus).		
With relevant software suppliers: With the vetted software suppliers of STEP Academy Trust, for example to set up individual logins for educational software and other programs which are used across the school. This may also require us to share your child's date of birth.		
With other suppliers (where relevant): With the vetted suppliers of STEP Academy Trust for the purposes of enrichment. For example after school clubs not run by the school (karate, dance sport etc). Where relevant in the interest of their safety, we may also share your child’s medical needs/ allergies.		

*children’s work may leave the academy

I _____ (name) am the parent / carer of _____ (name) in class _____ and I confirm that I have read and understood the Academy’s letter dated 8th October 2018 about consent and I have selected from the above options whether I do, or do not give consent for my child’s photograph or image to be used in the various ways set out above:

Signature: _____

Date: _____