

May 2019

Dear Parent/Guardian,

Permission to take and use photographs for school purposes
(Now required under the Data Protection Act)

During the school year, the school would wish to use for the purposes of publicising or promoting school activities, photographs or images and names of your child/children taking part in school activities including school sports days, classes (including PE classes or cross country runs) school fetes or fairs, musical events, theatrical events such as school plays and other activities (for example nature trails) and class photos. Group photographs taken may also be stored in the school archives.

Before any photographs or images can be published, the consent of the parent or guardian must be obtained. Unless you notify the school in writing, we will assume you are giving your consent to the school to use images or photographs taken by the school or an authorized agent of the school, which will be used to promote or publicise school activities or stored in the school archives. These images or photographs may or may not be used by the local or national media. The school cannot, however, prohibit the media taking pictures of any child involved in school activities.

You may withdraw your consent at any time and your consent must be withdrawn in writing to the school. Please note that certain images of your child or children (for example group photographs taken some time ago, photographs retained for school archives) cannot always be deleted. All photographs and images will only be retained for the period of time that your child remains at the school (except for school photographs to be retained in school archives or group photographs).

The school is **only responsible for photographs taken by the school or an authorised agent of the school** and cannot be responsible for photographs taken by other third parties (such as parents). The media are not subject to the Data protection Act or these guidelines and the school cannot prohibit the media from taking pictures or using the names of any child.

If you wish to withdraw your consent, please do this in writing and send it by post or hand-deliver to Melksham Oak Reception by Friday 28th June 2019.