

Date:

Dear Parents/Carers,

At Rhodes Avenue Primary School we take our Safeguarding responsibilities very seriously. We are currently in the process of updating our Digital Media and E-safety policies.

It is well-documented that the exponential nature of technology provides many perceived benefits, for example social networks and digital imagery, but it is important that educational settings continually consider the impact of such developments and the concerns that some parents and carers may have with technological change.

Images of Rhodes Avenue pupils in school publications and on the school website or videos of their performances can be motivating for the children involved, and provide a good opportunity to promote the work of our school. Occasionally, Rhodes Avenue School may be visited by news media to take photographs or film an event. Pupils will often appear in these images which may be published in local newspapers or broadcast on television.

The *Data Protection Act* (1988) requires schools to seek parental/carer consent prior to publication. Consequently, in order to keep our database up to date, we would like to know if you do not want images/videos of your child/children to be taken.

If you **do not wish** to give your consent to your child's image being taken/published please complete the *Non-Consent Form* below. Please note that if you **do not return** the *Non-Consent Form* then **permission will be assumed** and consent will continue until the Headteacher receives written notice that the consent has been withdrawn. In plain language, if you have no objections to your child/children's digital images being taken/published do not complete this form.

If you choose to sign the form below, Rhodes Avenue will send a letter acknowledging receipt of the signed *Non-Consent Form* and confirm that your child/children has/have been entered on Rhodes Avenue's *Digital Media Register of Non-Consent* and Rhodes Avenue Primary School will take every reasonable precaution to ensure that images/videos of the child will not be published.

Please do not hesitate to talk to me if you would like to discuss this letter further.

Yours sincerely,

Shane Claridge
Deputy Head

Rhodes Avenue Primary School
Pupil Digital Media Non-Consent Form

Please **return** this form if you **are not giving consent** to your child's image being used.

Parent/Carer's Name: _____ (please print name)

Child's Name: _____ Class: _____

I **do not give my consent** for images identifying my child by his/her facial features to be used in school publications or on-line.

Signed: _____

Date: _____