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| **Information Governance Policy** | | | | |
| **Photograph and Video Footage – Consent Form** | | | | |
| **1. Photographs for use by Linden Road Academy** | | | | |
| We may take photographs of your child for:   * Information Management System (internal use) * Website * Social Media - Twitter * Promotional materials including Prospectus * Display purposes (internal use) * Evidence of learning and Assessment (internal use) * SEND (internal use & Local Authority SEND Team) | | | | |
| If you have any concerns about the use of photographs and footage, please contact **Mrs. Hernon, Academy Business Manager.** | | | | |
| **2. Photographs used for marketing and promotional purposes** | | | | |
| We may take photographs of your child for marketing and promotional purposes. Please let us know whether we can use photographs of you for the following: | | | **Consent\*** | **Do not consent** |
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| 1. **Publicity within the academy** | Displayed in the academies’ ‘public places’ – i.e. where they will be visible to the general public. | e.g. on walls or via digital photo frames. |  |  | |
| 1. **In our publications and materials** | Used in publicity materials created and generated by Linden Road Academy | e.g. our website or marketing. |  |  | |
| 1. **External publicity** | Used in publicity for Linden Road Academy  which is created and generated by others. | e.g. in newspapers, on the local TV news or a website. |  |  | |
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\*Prior to any planned use of a photograph for options 2 and 3 above we will inform you and, on request, will provide a copy of the image we intend to use. You may withdraw any previously given consent, or provide consent at this time. This will be taken as fully informed consent, and your agreement to the planned use of the photograph for the duration of that use.

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| **3. Video footage** |
| Linden Road Academy will always consult you about any proposed use of video footage for any purpose. |

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| I have read and indicated how I expect you to handle photographs and video footage. | | | |
| **Childs Name:** |  | **Signed:** | Parent/Carer |
| **Date:** |  |