

Haydon School



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Headteacher:
Mr R Jones BSc(Econ) MBA NPQH

Dear Parent/Carer

Consent to use photographs and video images online and in school publications and consent to receive fundraising information

I am writing to seek your consent for Haydon School (the School) to use your son/daughter's photograph(s) and video images for certain purposes connected with the School and to ask for your permission to receive fundraising information from the School and from carefully selected providers.

We are proud of the many achievements of our students here at Haydon School and there are many activities and events for our students to get involved in. You have seen that we often use photos of our students on our website, on social media and in our school prospectus to give people a flavour of school life at Haydon, to keep the school community informed about what our students do and to celebrate students' achievements. We also sometimes publish photos of students in our school newsletter. In this digital age, many members of our school community use social media to stay connected with what is happening in school and, for those who do not use social media, the website is an important communication tool which showcases what we do.

Under data protection law, we need the consent of parent/carer to use photographs or video images of students in this way, usually until students reach the age of 13. Please be advised that from the age of 13, we will normally approach students directly where we are satisfied that they are able to understand what it means to give informed consent. Before we approach students asking for their permission to use their images on the school website, social media platforms, or in school's publications, be assured that we will write to you so you can discuss the options together.

There is no obligation on you to give consent and if you choose not to give consent for some or all of the options, we will ensure that your son/daughter's photo or video is not used for those purposes if they can be identified from it. If a photograph or a video image of a student is published, we will not include their name without seeking additional consent from you (where your child is aged 12 and under). It may be helpful to inform your son/daughter if you decide not to give consent for any/some of the options. In some cases, we may take group photos of students and we may publish a photograph if we are satisfied that individual students cannot be identified from the image.



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Please note that there are likely to be circumstances when we may use your son/daughter's photograph for other purposes connected with the School where we do not require your consent because there is another legal reason which permits us to use photos or images of your son/daughter. For example, we keep a copy of the official school photo on our database so that we can correctly identify students. Staff may also take photographs or videos of students to celebrate achievements, document school trips, record school activities, identify team captains or prefects and for other educational purposes. For further information, please see our Privacy Notice for Haydon Students which is available on our website. If you prefer for your son/daughter's image not to be used in the displays around the school site, please contact the School's DPO, dpo@haydonschool.org.uk.

We will write to you if we wish to use your son/daughter's photo or image in a way that is not anticipated in the online form, for example, if the School wishes to use a different social media site or online platform.

The School also may wish to share with you details of our fundraising activities and events from carefully selected providers, including the school's PTA. We need your consent to allow us to send this information by email / messaging.

You can withdraw your consent at any time for some or all of the options by contacting the School's DPO, via email dpo@haydonschool.org.uk. If you withdraw consent for your son/daughter's photo being used in any of the ways set out in the online form, we will stop using it in this way but we may still need to retain a copy of the photograph or image for other reasons, for example, where it is needed to perform our public task of providing education.

If you have any questions, please do not hesitate to contact me.

Yours sincerely



Mrs L Faraj
DPO
dpo@haydonschool.org.uk