Images and videos parental consent form

This form explains the reasons why and how The Bawburgh School may use images and videos of your child. Please read the form thoroughly and outline your agreement as appropriate.

Name of parent:	
Name of pupil:	
Year:	

Why do we need your consent?

The Bawburgh School requests the consent of parents on an annual basis to use images and videos of their child for a variety of different purposes.

Without your consent, the school will not use images and videos of your child. Similarly, if there are only certain conditions under which you would like images and videos of your child to be used, the school will abide by the conditions you outline in this form.

Why do you we use images and videos of your child?

The Bawburgh School uses images and videos of pupils as part of school displays to celebrate school life and pupils' achievements; to promote the school on social media and on the school's website; and for other publicity purposes in printed publications, such as newspapers.

Each class also has a Dojo account, accessible only by parents/carers of that class where photos/videos will be shared.

Where the school uses images of individual pupils, the full name of the pupil **will not** be disclosed. Where an individual pupil is named in a written publication, a photograph of the pupil **will not** be used to accompany the text.

If, for example, a pupil has won an award and their parent would like their name to be published alongside their image, **separate consent** will be obtained prior to this.

The Bawburgh School may take images or videos of individual pupils and groups of pupils to use on Twitter, the school website, in the school brochure and other printed publications, such as a newsletter.

Who else uses images and videos of your child?

On occasions the school may be visited by local media and press, who take images or videos of school events. Pupils will appear in these images and videos, and these may be published in local or national newspapers, or on approved websites.

The following organisations may use images and videos of your children:

Local Press:

- The Bawburgh News
- Eastern Daily Press

Other third parties:

- Richard Jarmy Photography
- West Norwich and Dereham SSP (PE and Sports Events)
- Into Opera

Where any organisations other than those above intend to use images or videos of your child, **additional consent** will be sought before any image or video is used.

What are the conditions of use?

- This consent form is valid for 2026-27
- It is the responsibility of parents to inform the school, in writing, if consent needs to be withdrawn or amended.
- The school will not use the personal details or full names of any pupil in an image or video, on our website, in our school prospectuses or any other printed publications.
- The school will not include personal emails or postal addresses, telephone or fax numbers on images or videos on our website, in our school brochure or any other printed publications.
- The school may use pictures of pupils and teachers that have been drawn by pupils.
- The school may use work created by pupils.
- The school may use group or class images or videos with general labels, e.g. 'sports day'.

- The school will only use images and videos of pupils who are suitably dressed, i.e. it would not be suitable to display an image of a pupil in swimwear.
- The school will take class images of your child which are available to purchase annually.
- Considering emerging Artificial Intelligence (AI) technologies, The Bawburgh School implements strict protective measures for all images published online, including:
- All image metadata (EXIF data containing GPS location, device IDs and timestamps) will be stripped prior to any digital or web upload.
- Lower resolution images will be used on the internet to reduce AI scraping risks.
- Official social media channels will be configured, where technically feasible, to opt-out of platform provider AI model training.

Providing your consent

Please read the following conditions thoroughly and provide your consent as appropriate by ticking either 'Yes' or 'No' for each criteria.

The school will **only** publish images and videos of your child for the conditions that you provide consent for.

I provide consent to:	**Yes**	**No**
Using images of my child on the school website.		
Using videos and/or audio of my child on the school website.		
I am happy for the local media using videos, images and/or audio of my child for publication or broadcast (**only** including the organisations outlined above).		
I am happy for West Norwich and Dereham SSP (PE and Sports events) using videos or images of my child for publication.		
I am happy for Into Opera to record video and/or audio of my child for publication or broadcast		
Using images of my child in marketing material, e.g. the school brochure, prospectus and newsletter.		
I am happy for images/videos of my child on the class Dojo page		
I am happy for my child's photograph to be used in the school Year 6 end of year book (photos will be shared with yearbook production		

team)		
I am happy for images/videos of my child to be used on social media. Generic comments will be used to describe photos/videos/work such as 'Jackdaws were creating models of Stonehenge using bourbon and custard cream biscuits'. Children's names will not be used. The school can only provide control of the school social media accounts and cannot guarantee, nor control any re-publication, sharing or household or personal use that follows the publication on social media		
I am happy for first names to be shared with other parents for celebration items such as birthdays, Christmas cards and other celebrations.		
I am happy for first names to be shared with The Friends such as discos, Christmas cards, tea towels, bags and other celebrations.		
I am happy for photos of my child to be displayed in access controlled areas of school, (such as corridors, classrooms)		
I am happy for photos of my child to be displayed in public areas of the school (such as Reception)		
I am happy for my child's picture to be taken by the school's nominated professional photographer for the purposes of individual and class pictures.		
I am happy for third party media to take photographs of my child for publication or broadcast.		

Note: The School can only provide control of the school social media accounts and cannot guarantee, nor control any re-publication, sharing or household or personal use that follows the publication on social media.

The school has carefully selected Mr Jarmy of Richard Jarmy Photography who will be responsible for taking photos of students and staff members. He is fully experienced and will follow best practices for child safety and respect. The school will have a formal contract in place prior to any photos being taken. The photographer must be willing to comply with the school's policies and procedures. Where parents are able to buy photographs it will be clear whether these are being purchased from the photographer or the school. Where the school directs parents to the photographer, the photographer will enter into a contract with the parents directly and act as a data controller. Where any data will be shared between the school, parents and an external photographer, the school will undertake adequate due diligence to ensure adequate safeguards are in place to secure all data throughout the process. Photos will not be shared outside of the school setting and/or for another purpose unless additional information is provided to you and consent is obtained.

Refreshing your consent

This form is valid for the entire academic year, 2026/27 – it will be updated on an annual basis. Parents are required to fill in a new form for their child every academic year.

Consent will also be refreshed where any changes to circumstances occur – this can include, but is not limited to, the following:

- New requirements for consent, e.g. an additional social media account will be used to share pupil images and videos
- Changes to a pupil's circumstances, e.g. safeguarding requirements mean a pupil's image cannot be used
- Changes to parental consent, e.g. amending the provisions for which consent has been provided for

Where you would like to amend the provisions for which consent has been provided, you must submit your request in writing to Miss C. Stedman, the Executive Headteacher. A new form will be supplied to you to amend your consent accordingly and provide a signature.

Withdrawing your consent

Parents have the right to withdraw their consent at any time. Withdrawing your consent will not affect any images or videos that have been shared prior to withdrawal.

If you would like to withdraw your consent, you must submit your request in writing to the Miss C. Stedman, Executive Headteacher.

Declaration

I, _____ (name of parent), understand:

- Why my consent is required.
- The reasons why The Bawburgh School uses images and videos of my child.
- Which other organisations may use images and videos of my child.
- The conditions under which the school uses images and videos of my child.
- I have provided my consent above as appropriate, and the school will use images and videos of my child in line with my requirements.
- Consent is refreshed on an annual basis and I must re-provide consent if I consent to images and videos of my child being used in other academic years.
- I will be required to re-provide consent where any circumstances change.
- I can amend or withdraw my consent at any time and must do so in writing to Miss C. Stedman, Executive Headteacher.

Name of parent: _____

Signature: _____

Date: _____

If you have any questions regarding this form, please do not hesitate to contact the Miss C. Stedman, Executive Headteacher at office@bawburgh.norfolk.sch.uk or 01603 742329.

In addition, the school uses Data Protection Education Limited as its data protection officer and they can be contacted at dpo@dataprotection.education