

## Parental consent to use pupil photos and videos (images) for promotion.

Images are a way for us to celebrate achievement, keep parents and communities informed about our activities, and raise our profile. Parents and families and the children themselves often derive great pleasure from seeing their loved ones in print or on a website.

- Images may be included in print or digital media. Examples might include: printed publications; websites; adverts; in communications channels such as newsletters or social media; as part of wall displays; or to accompany stories in the media.
- Children's full names will not be associated with photographs except where directly relevant. For example: where the child has won a major competition.
- Images will only be used for promotional purposes with the consent of parents / carers.

I [parent/carer name] grant permission for you to capture images of my child for use in publicity and communications by North Oxfordshire Academy and United Learning. I confirm that I have read the privacy notice, and I understand that it may not always be possible to recall existing images of my child from circulation if I withdraw consent at a later date.

Pupil name \_\_\_\_\_

Parent/Carer name \_\_\_\_\_

Relationship to child \_\_\_\_\_

Signed \_\_\_\_\_

Date \_\_\_\_\_

**You have the right to withdraw your consent at any time. You can do so by contacting [insert details].** Should you withdraw your consent, no further images of the pupil concerned will be captured for use in publicity.

The data controller for personal information held by North Oxfordshire Academy is United Learning Trust (ULT). ULT is registered with the Information Commissioner's Office (ICO). The registration number is Z7415170. The Company Secretary, Alison Hussain, is responsible for ensuring that ULT complies with the Data Protection Law. She can be contacted on [company.secretary@unitedlearning.org.uk](mailto:company.secretary@unitedlearning.org.uk) or 01832 864538.

**Please note that North Oxfordshire Academy and United Learning take images (including photographs and video) for several other purposes. These purposes and the lawful basis for processing those images are identified in our Taking, storing, and using images of children policy.**