

Use of Children's Photographs

Parents will be aware of concern in society at large about the use of children's photographs, both because of matters surrounding privacy rights and potential Child Protection issues. At the Academy, we are concerned with the safety of our students and also with the need to add colour, life and interest to our work through displays and sharing this work with the rest of the world through our website and social media. Therefore, we have taken the advice of the Local Education Authority, who themselves have been informed by the Department for Education and Skills and the NSPCC, and we will abide in all cases by their guidelines (link below). These guidelines balance potential risk against the advantages of using images of children in the press, online, in displays or for any other legitimate reason.

Sutton Community Academy may want to take your child's photograph to use in its publicity or displays. These pictures may be sent out to the media with a press release, used for our publications, on our website or in social media (SCA Facebook/Twitter). *Please note that websites can be seen throughout the world, and not just in the United Kingdom, where the UK Law applies.*

To help us comply with the Data Protection Act 1998, we would like your permission before we take your child's photo. Photos will be stored in a secure location and only authorised staff will have access to them. They will be kept as long as they are relevant and after that time destroyed or archived. Addresses will not be disclosed in detail, but we may state, for example, 'John Smith from Newark'. We will not use the images taken, or any other information you provide, for any other purpose. Personal e-mail, telephone or fax numbers will not be disclosed.

We are asking all parents for their approval in principle by completing the Student Data Form.

<https://www.nspcc.org.uk/preventing-abuse/safeguarding/photography-sharing-images-guidance/> (NSPCC June 2017)