



USE OF IMAGERY – PERMISSION

INTRODUCTION

Lingfield College recognises the benefits of good communication to any successful organisation. We are committed to keeping parents, pupils, staff and the wider community up to date with School activities, events, news and successes. As part of this commitment, we regularly take photographs, audio recordings and videos of the pupils (hereinafter “images” or “Imagery”) to celebrate School life and pupil achievements as well as to promote the School.

In 2018, UK Data Protection Legislation changed to include General Data Protection Regulation, which Lingfield College follows, and the guidance set by the Information Commissioner's Office on image consent.

We, therefore, require your consent to opt in to allowing your child(s) imagery to be taken for the following purposes:

- The School website (www.lingfieldcollege.co.uk)
- For our School media channels. This includes Twitter, LinkedIn, Instagram, Facebook, Flickr, YouTube and podcasting Platforms
- Recording events in the life of the School such as productions, trips, events and activities.
- For our digital learning platforms
- For display boards, video screens and banners around the School site
- For newsletters, yearbooks and Whole School Photographs
- For promotional materials, including the prospectus, banners, flyers, brochures and posters
- For advertisements in agreed third party publications, billboard displays, digital display ads or local/national media.

By agreeing to give consent, you are opting in to the purposes detailed above. If you do not agree to your child's image being used, we will not use your child's image for any purpose, as described above. This does mean your child will not appear in publications such as annual yearbooks, school productions videos and the annual Whole School Photograph.

Please note some uses of images are deemed essential for the successful operation of the School or where the School requires it and is otherwise lawfully entitled to do so, and as such, are non-optional. These purposes include but are not limited to:

- Identification, administration & security
- Observation and demonstration

PERMISSION TO PHOTOGRAPH YOUR CHILD – TERMS & CONDITIONS

1. This form is valid for the period your child attends Lingfield College. If you have given appropriate consent, some images of your child may also be used for up to 5 years after your child has left the School and may be kept and published for an indefinite period for historical/archiving purposes. If you wish these images to be withdrawn after your child leaves the School, please contact brassetta@lingfieldcollege.co.uk
2. Consent can be withdrawn at any time by emailing The Head of Finance & Resources at brassetta@lingfieldcollege.co.uk. Please be aware that this withdrawal of your permission from non-essential purposes will not affect the rights of the School to process images of your child that are either necessary for the administration of the School or where the School requires it and is otherwise lawfully entitled to do so. It may not be possible to change printed publications, such as the School magazine or prospectus, or third-party publications (for example, where we have placed an advert or provided an image to a newspaper.)
3. The data protection laws give children rights over their own data where they are considered to have the required capacity to understand their data rights. In the UK, it is agreed that most children will reach this level of understanding from the age of 13 and so in the Senior School, where appropriate, we may seek the verbal consent of a particular pupil before taking an image where that pupil is a particular focus of the shot, or identified by name, but not when included as part of a larger group or team shot. Please note: If the student gives permission as a one-off, they just have to give a verbal agreement, and this will override the written Parental permission, after which the 'ongoing' permission reverts to the written parental consent. Should the student wish to change permission on an ongoing basis, they can contact brassetta@lingfieldcollege.co.uk
4. The images we take will always show the School and pupils in a positive light. We will only use images of pupils who are suitably dressed.
5. When publishing images or videos on our platforms, we will only use a child's first name. Surnames will only be used if given special permission. If necessary to use a surname, we will contact the parent or guardian by telephone or email.
6. We will take all reasonable measures to ensure that the images are used solely for the purposes for which they are intended.
7. For School productions, special events, and large-scale photography shoots, we may contact the pupil (s) parent/guardians to reconsider their consent on the basis that they may wish to approve specific uses.
8. Please see our Student Privacy Notice, Data Retention Policy and Use of Digital Images Policy for further details.