



**Lees Brook
Academy**

Tuesday 25 October 2022

Dear Parents/Carers,

Photo consent Years 9 - 11

We sought your consent on the data collection form when your child joined the academy for your child's digital image to be used for promoting the School, including marketing material such as the prospectus and update magazine, media, website and social media. In order to be compliant with GDPR regulations we need to change who is consenting for your child as they are now able to provide their own consent.

The GDPR regulations give children the same rights as adults over their personal data. These include the rights to access their personal data; request rectification; object to processing, have their personal data erased and consenting to the use of their data. When relying on consent, we must have to ensure that the child understands what "consent" means. In order to help them to fully understand this we will be talking to them in tutor time.

Although the regulations give children full rights over their data we also appreciate that parents will want to know what their child is consenting to. There is a standard consent form attached to this letter so you can see clearly what is being requested. Children in Years 9-11 will be able to give their own consent as is their legal right, but we would hope that as parents/carers you talk to them about this matter, as we will in the ways described above. We will be completing these forms during their tutor period in the first week back after half term.

We really value using these videos and photos to be able to showcase our amazing students and their achievements as well as show what life at our academy is like.

Please do get in touch if you would like a further information on this matter by contacting tbartley@archwaytrust.co.uk

Yours sincerely

Mr T Bartley
Academy Manager

Student Photograph/Video Consent

Celebrating Your Achievements and Reporting on Events

As an Academy we are very proud of the achievements of our Students and we want to celebrate these achievements both within the Academy, Trust and with others. We may also report on significant events which involve our Students such as visits from dignitaries. This may involve providing data about involvement in certain activities such as sports.

In order to celebrate my achievements I am happy for the Academy to use:	Yes	No
Photographs of me		
Videos of me		
Name		
Year Group		

I am happy for the information selected above to be used:	Yes	No
On internal screens which may also be viewed by visitors to the Academy site		
On the Trust/Academy website (available to view by the general public)		
In the Trust/Academy prospectus, newsletter, update and other external brochures and publications.		
In local news media – newspapers, internet and television		
In national news media – newspapers, internet and television		
On the Trust / Academy Social Media Sites, e.g. Twitter		
In third party communications or the websites of our Trusted Partners		

Promoting the Academy & Trust

We want to be able to promote the Academy / Trust to attract new students and to show the quality of the Academy / Trust. As part of this we want to use photographs and videos of Students in promotional material. This will include our Prospectus, updates, latest news on our website, our social media sites, local media, banners, posters etc.

In order to Promote the Trust I am happy for the Academy to use:	Yes	No
Photographs of me		
Videos of me		
Name		
Year Group		

I am happy for the information selected above to be used:	Yes	No
On internal screens which may also be viewed by visitors to the Academy site		
On the Trust/Academy website (available to view by the general public)		
In the Trust/Academy prospectus, newsletter, update and other external brochures and publications.		
In local news media – newspapers, internet and television		
In national news media – newspapers, internet and television		
On the Trust / Academy Social Media Sites, e.g. Twitter		
In third party communications or the websites of our Trusted Partners		

You may change your mind in relation to any of the above at any time. This includes withdrawing your consent to anything that you have agreed to in this document. To withdraw or amend your consent to any of the above please write to:

Mr T Bartley (Academy Manager) Lees Brook Academy, Morley Road, Chaddesden, Derby, DE21 4QX

This information will be stored digitally and is subject to the UK GDPR 2016 as well as The Data Protection Act 2018. All information collected is confidential and may only be accessed by those with a valid lawful basis to use it. We may share information defined in this document with trusted third parties where necessary to collect photographs or videos or to fulfil use of the information as defined in this document. The student photo or footage will be retained for no longer than necessary to achieve the intended purpose however please be aware that where information is published online this will be available indefinitely. If you withdraw consent for your child’s photo being used as defined in this form we will stop processing it in this way but we may still retain a copy of the image for other reasons, such as where it is needed to perform a public task or to fulfil our legal obligations. For further information, please see our Data Protection FOI privacy notice available at www.archwaytrust.co.uk/about-us/policies/.

Student Name:		Form Group:	
Signature:		Date:	

SAMPLE