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| **Information Governance Policy** |
| **Photograph and Video Footage – Covering Letter** |

Dear Parents / Carers

With the introduction of the new Data Protection Regulations, I am writing to you with information about the taking and use of photographs and footage by Flowery Field Primary School.

Taking and using photographs and footage is something Flowery Field Primary School welcomes and appreciates. We acknowledge that everybody has a view on privacy and confidentiality, and that these vary – some people are private through choice, some through necessity; others do not mind their photos been taken or how they are used.

The digitisation of images and footage, via smartphones and other devices, has made capturing and sharing events easier and accessible to more people. We also recognise the potential for misuse of photographs and footage, especially when taken digitally, and that this can give rise to concern.

Photographs and footage used for academy-based purposes will only be taken by

* authorised personnel (e.g. employees of Flowery Field Primary School ),
* photographers engaged by Flowery Field Primary School (e.g. for publicity purposes), or
* photographers approved by Flowery Field Primary School (e.g. from the local media).

Should anyone indicate that they do not want their image taken, or should they become upset or show signs of distress when an image is about to be taken, no image will be taken.

**Circumstances:** We recognise that in some cases there may be legitimate reasons why protecting an identity is essential. If you have any special circumstances, or if things change in the future, please let Mrs Adderley know immediately.

**Rights:** This form asks you to indicate whether you consent to the use of photographs for certain purpose.You can change your mind at any time, and ask to see any photographs or footage taken.

**Security of images:** Staff are advised not to use their own devices for taking academy-based photographs or footage; this approach is supported by disciplinary measures. Staff are also expected to download and delete from devices within **7 days** all photographs or footage in order to reduce the risk of the information being lost or misused.

Please sign and return the enclosed form.

Yours sincerely,

Mr Fell