



# HITCHIN GIRLS' SCHOOL

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Headteacher: Mr J. E. Crowther



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Dear Parent/Carer,

## Consent To Use A Photograph Or Video Recording

We regularly take photographs or videos of the students at our school, for teaching and learning purposes, for promotional purposes or to communicate students' activities and celebrate their achievements.

The images may be used in electronic form, such as in Google Classroom, or on the school website and in the parent newsletter. They may also be used in displays around school or in the prospectus and other printed materials.

In common with most educational institutions we have social media accounts that we administrate (primarily Facebook and Instagram). We use these to share school news, events and announcements, and to celebrate student successes.

Occasionally we may send images to the news media, or our school may be visited by the media, who will take their own photographs or film footage. Students will often appear in these images. The media may use the images in printed publications, on televised programmes or on their websites. They then store them in their archives. They may also syndicate the images to other media for possible use, in printed publications, online or both. When we submit images to the media, we have no control over when, where, if or how they will be used.

To comply with the Data Protection Act 2018, we need your permission before we can photograph or video your child.

## Conditions of use:

1. Your consent is valid for the period of time that your child attends Hitchin Girls School. Images of your child will not be used for any new materials we produce or any new communications through our channels after this time. Please write to the school if you wish to withdraw consent at any time.
2. The images we take will be of activities that show the school and children in a positive light.
3. Embarrassing or distressing images will not be used. The images will not be associated with negative or sensitive issues. We will only take or use images of students who are suitably dressed.
4. We will not identify students with their full names on social media.
5. We will make every effort to ensure that we do not allow images to be taken of any children for whom we do not have permission, who are 'at risk', or who are disallowed from having their photographs taken for legal or social reasons.
6. We will take all reasonable measures to ensure the images are used solely for the purposes for which they are intended. However, we cannot guarantee this and take no responsibility for the way images are used by other websites or publishers, or for any consequences arising from publication.

*Please note that websites and social media platforms can be viewed throughout the world and not just in the United Kingdom where UK law applies. In giving your consent you understand that images may be used in printed and electronic form.*

**To give your consent, please complete the appropriate sections on the permissions form.**

