**Kirklees guidelines for using children’s images and voices in publications, websites and newspapers**

2020 changes are in red

Schools like to use the images and voices of children in their publications in order to celebrate their pupils’ achievements. In order to safeguard children it is important to ensure that schools have permission from parents to take photographs, make video and sound recordings and use them in publications. Because many of these publications and resources are also posted on the internet schools need to ensure that parental consent includes permission for this to happen.

As a general guide it is advised that any images or voices of children on the internet do not include the child’s full name or other identification.

Schools may use the form (marked A) to obtain consent from parents or carers, as an annual exercise, perhaps at the beginning of the school year in September. Please print it out on school letterhead or send as an electronic document and keep the returned, signed and dated forms on file. Permission may also be recorded in the school MIS system. If you already have a system of your own for consent to photographs this is acceptable if you keep a record of consent forms. School should then keep a list available of children for whom permission has NOT been granted. This may include children from your vulnerable groups, children looked after (CLA), children who should not have contact with particular members of their family and others.

**Newspapers**

Newspapers want to include the full names of pupils in photographs that they intend to use. As long as the school has secured parental consent and parents know that their child will be named in the newspaper, and possibly on the newspaper website, then school have met their safeguarding obligations. Most parents are delighted to see their children in the local newspaper.

There is no breach of the General Data Protection Regulation in passing on a child’s name to a journalist so long as school have secured parental consent. If schools or parents have any concerns regarding the use of photographs by the press, they should contact the Press Complaints Commission.

**General Data Protection Regulation (GDPR)**

Schools need to ensure they have permission to hold photographs and recordings which could identify pupils (personal information) for a period of time after the pupil has left the school should they wish to continue to use them for display or on the school website. Retention schedules need to specify what information is held in the form of photographs, video or sound recordings, and how long the information will be retained for.

**Form A. Consent form for photographs, video or sound recordings of children in school**

To the Parent/Carer,

During the coming year the school, local newspapers or other external organisations may take photographs, video or sound recordings of pupils to be used in printed publications or on the internet. Before using any photographs, video or sound recordings of your child, we need your permission. Please complete this form, then sign and date the form and return to school.

1. I give the school permission to use my child’s photograph in printed publications produced by the school (full names will not be used). Yes / No

2. I give the school permission to use my child’s photograph, video or sound recordings on the school website (full names or personal identification will not be used). Yes / No

3. I give permission for the press to use my child’s photograph in a newspaper or online.

Please note by agreeing to this you are also giving your permission for the press to use the full name of your child in the paper and possibly also on their website. Yes / No

4. I give permission for the school to share my child’s photograph, video or sound recordings with other external organisations, for use in their publications or on their websites. (full names or personal identification will not be used). Yes / No

5. I give permission for the school to store my child’s photographs. Yes/No

Please note that websites can be viewed throughout the world, not just in the United Kingdom where UK law applies. This form is valid for one year from the date of signing. School will seek renewed consent if the photograph(s) are to be re-used after that time. You may change your permission at any time by contacting the school office. Thank you for your support.

Name of parent/carer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of child: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_