March 2018

Dear Parent/Carer of «Forename» «Surname» - «Reg»

You may be aware that as of 25th May 2018, new legislation known as GDPR comes into effect across Europe which replaces the 1998 Data Protection Act. As a result of this we as a school are required to seek parental consent for the way we use images of your child and the events or services we contact you about.

Taking and Using Photographs

As a safeguarding measure, all students are photographed on entry into the academy for identification purposes and to create an Identity Badge. Occasionally, it is also necessary to photograph or record students for educational purposes, for example as evidence for certain GCSE courses. In these circumstances, images are securely stored, used only for those purposes, and are only shared where legally allowed.

From time to time we also take photographs/videos to showcase what students do in school and to celebrate the successes of our students. We use these images in the school’s prospectus, newsletters, on the school’s website and social media, on display boards around school, and occasionally in the external press and media (although we would ask for your consent on a case by case basis for this). We value using images of students in these ways and would like your consent to do so. **Please tick the relevant box(es) below and return this form to school.**

**I am happy for images of my child to be used on the school website**

**I am happy for images of my child to be used in the school prospectus**

**I am happy for images of my child to be used in internal displays and presentations**

**I am happy for images of my child to be used in the school newsletter**

**I am happy for images of my child to be used on the school’s social media platforms**

Parental Contact

As well as regular correspondence directly relating to your child and their education, we occasionally contact home with information about events or services provided by the school, external organisations or our Parent Teacher Association. This includes newsletters, information about school concerts/fairs/raffles, and some trips. Please note we will not share your personal data outside of Abbey Multi Academy Trust for marketing, but may contact you on behalf of external organisations. **Please tick to indicate if you are happy to receive this information.**

**I am happy to receive information about events/services provided by school, external organisations or the PTA**

**Via email Via post**

**Parent or carer’s signature………………………………………………………. Date…………………………**

If you change your mind, just contact the school office. If you have any other questions, please get in touch.

Yours faithfully

Mr J Norden

Principal