



# Ark Boulton Academy

8<sup>th</sup> October 2015

Dear parents and carers

## **Use of digital stills, video and audio recordings at Ark Boulton Academy**

Ark Boulton Academy takes seriously its responsibility to protect and promote the safety and welfare of our students. We recognise this responsibility extends to how we manage the use of still and video images, and audio recordings of students and have put in place appropriate safeguards.

Photography and videography in schools is subject to the Data Protection Act 1998 regarding the rights of individuals to have information of a personal nature treated in an appropriate manner and the Human Rights Act 1998, protecting the privacy of individuals and families.

From time to time we may wish to video, photograph or audio record your child in order to promote the excellent work going on in our school. These images, videos and recordings may be used for staff training, in our school prospectus, in other printed publications we produce, on our website and social media channels, or on project display boards at school. There may also be times when our school is visited by the media who will take photographs or film footage. Pupils will often appear in these images which may appear in local or national newspapers or on televised news programmes.

Please note that websites can be viewed throughout the world and not just in the United Kingdom where UK law applies.

I am writing to all parents and carers to inform them that their child's image may be used in marketing, promotional and educational material produced by Ark Boulton Academy and the wider Ark network. Parents and carers who do not wish for their children's images to be used in this capacity, for any reason, may opt out by informing the school in writing.

Where parents have opted out, we take steps to ensure their child's image is not identifiable in any of our materials.

Best wishes,

Herminder Channa  
Principal, Ark Boulton Academy