

## PHOTOGRAPHIC & MEDIA CONSENT



Corby Technical School and the Brooke Weston Trust use photographs for identification, advertising and marketing purposes, and to celebrate achievement, including sharing photographs with local newspapers and putting them on social media (currently Facebook, Twitter and LinkedIn).

### **How we will use your child's image**

Photographs used for marketing and advertising purposes will include use for adverts in newspapers, use in prospectuses and in newsletters and these may have a prolonged lifetime.

If a photograph is used to celebrate your child's achievements this will appear as a news article on the school's website and will be kept as an archived news article on the website indefinitely. If this photograph is shared with a local newspaper it could also be stored indefinitely by the newspaper in their archive.

Photographs used on social media could be stored indefinitely and could be redistributed outside of the control of the person or organisation that uploaded them. It may not be possible to retrieve or delete images posted on social media if your consent is withdrawn.

Less frequently video footage is used for promotional events such as open days/evenings, 6<sup>th</sup> Form open events and staff recruitment purposes. These materials may be archived (for reference purposes) indefinitely once the event is over.

You can request that archived photographs and articles be deleted at any time and we will be happy to oblige. For publications with a longer lifetime where a photograph is included we will ensure that it is not re-printed with that photograph if you request this.

Corby Technical School understands that this is an active consent and you can withdraw your permission at any time. To do this contact the school by email on [consent@corbytechnicalschool.org](mailto:consent@corbytechnicalschool.org) or by telephone on 01536 213100 clearly stating which permission you are withdrawing.

### **Why are we asking for your consent?**

You may be aware of the Data Protection Act 2018. To ensure we are meeting the requirements of this Act, we need to seek your consent to take and use photographs and video footage of your child. We really value using photos and video of students to be able to showcase what they do in school and show what life in our schools is like to others so we would appreciate you taking the time to give your consent.