



13th January 2017

Dear Parents/carers

Taking photographs and videos

It is essential as parents that we protect our children on the internet and on social media. I know as a parent myself it is very hard to keep track of the latest apps, they seem to be ever increasing in number and variety and are becoming ever present in our children's lives. Many of these sites own the data that is posted on them, this is a clause in lengthy terms and agreements that most of us click "I agree" to. The outcome of this is that although a picture or video is taken privately, the app has the right to use and share that picture globally as they see fit.

Because it is our duty to protect all the children in our care we ask you as parents to sign an agreement to have your child's image used. Therefore, it is only staff, who all undergo safeguarding training that can authorise the taking of photos or videos in school.

Our E-Safety and acceptable use policy states: *Permission must be sought before any image or sound recordings are made on the devices of any member of the school community*

This policy also states: *Pupils are allowed to bring personal mobile devices/phones to school but must not use them for personal purposes. (Failure to comply could lead to them being confiscated and parent/carers needing to come into school to collect the phone.) At all times the device must be switched onto silent.*

The school take this line to ensure that we protect all the members of our community against any future use of imagery albeit unintended. **Therefore, since this is a matter of safeguarding, should any pupil be seen to be taking photographs or videos without the express permission of a member of staff, as per the behaviour policy they will be excluded since this constitutes behaviour that could lead to dangerous outcomes.**

Sadly, we have had a rising number of children flaunt these rules and I am therefore asking for your help and support to remind your child about what is acceptable whilst in school and what is not, so as to avoid strong measures being taken.

With regards,

Mrs Helen Dowds
Principal – Vale of York Academy

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