



BIRKDALE HIGH SCHOOL

Headteacher: G P Loveridge
BSc(Hons) NPQH

Birkdale High is a Specialist School for History, Maths and ICT

20 October 2010

Dear Parent or Carer

While your child is attending Birkdale High School we may, from time to time, take photographs as records of learning activities or to use in displays, leaflets and booklets about the school or on an official website. This will only be done with the authorisation of the Headteacher. No child will be named in publications or on websites and photographs will only show children in a positive way.

In addition, sometimes the press may be invited to photograph individual or small groups of children, particularly on occasions to celebrate achievements. Again, this will only take place at the Headteacher's discretion. On such occasions of individual celebration, it is appropriate for names to be requested and the newspaper may choose to publish them. In no circumstances will home addresses or other personal information be provided. Names provided to the media for children in class photographs, will be given in alphabetical order and not correlate to the position of the pupil.

Your permission is required for the publication of all photographs of your child and you are therefore asked to consider signing the consent form below. We assume that this permission will continue for the all of your son's school career, **however, if at any point you change your mind you must let us know in writing.** We would like to encourage you to discuss this with your child if possible.

While public recognition for achievement is important, we do understand that you may not wish to authorise the use of photographs of your child. You do not need to give us an explanation for this and we assure you that your wishes will be fully respected. If you wish to discuss this further please do not hesitate to contact the school.

To summarise, as a school we:

- Will respect your wishes as indicated in the form which you will return to us
- Will not use any personal details or names of pupils to accompany photographs in any school website
- Will not use photographs if we name a pupil in a school publication
- Will be sensitive to pupils' wishes and will only use positive and appropriate images of pupils
- Will regularly review any photographs or videos held internally and will delete unwanted material
- Expect you to notify us in writing if you change your mind at any point.

Yours sincerely

GP LOVERIDGE
Headteacher

Windy Harbour Road, Birkdale, Southport, PR8 3DT
Tel: 01704 577253 Fax: 01704 570451
mail@birkdalehigh.co.uk www.birkdalehigh.co.uk





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CONSENT FORM FOR PHOTOGRAPHS AND MEDIA IMAGES

For completion by parent / carer and returned to Birkdale High School:

As a parent / carer:

I understand that photographs and videos may be taken by the school for the purposes of recording pupils' activities and attainment. I understand that this will be done sensitively and in a positive manner and that this is for internal use only.

In addition, your consent is sought for the following external use:

	Please delete
1a. I agree that you may use an unidentified picture of my child in a school booklet or display to promote the school	YES / NO
1b. I agree that you may use an unidentified picture of my child on the school's website.	YES / NO
1c. I agree that my child may appear in a video presentation made by, or authorised by, the school.	YES / NO
2a. I agree that my child may be photographed, interviewed or filmed by the press, radio or television if permission is granted to those organisations by the Headteacher.	YES / NO
2b. I agree that my child's name may be provided to the press, radio or television for possible publication with a photograph or film, given that the above considerations with regard to appropriate use have been made.	YES / NO

I UNDERSTAND THAT THE HEADTEACHER WILL MAKE ANY DECISION ABOUT INVITING THE PRESS, RADIO OR TELEVISION INTO SCHOOL AND THAT, IN THOSE CIRCUMSTANCES, MY WISHES STATED IN THIS FORM WILL BE OBSERVED.

I understand that, if at any point while my child is attending this school I change my mind, I need to let you know in writing about the changes.

Signed: _____ Date: _____

Name of Child: _____

Name of person responsible for child (PLEASE PRINT) _____

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