



Photographic and Media Consent Agreement

To confirm you have read and agreed to this document, as well as other transition documentation, please complete the 'Parent/Carer and Student Agreement Form' found on the 'Forms' section of the 'Year 6 to Year 7' page of the Academy website: <https://www.corbybusinessacademy.org/page/?title=Year+6+to+7+Transition&pid=776>

Dear Parent/Carer,

Corby Business Academy 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 Instagram).

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 It may not be possible to retrieve or delete images posted on social media if your consent is withdrawn.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, 6th 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 Business Academy 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 enquiries@corbybusinessacademy.org clearly stating which permission you are withdrawing or phone the school on 01536 303120.

Why are we asking for your consent

You may be aware that new data protection regulations came into effect in May 2018. To ensure we are meeting the new requirements, we need to re-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 again.

Yours sincerely

Mr S. Underwood
Associate Principal