



Bluecoat Primary
believe in yourself, in others, in God

24th May 2018

Dear Parent / Carer,

I am writing to you with regards to the new General Data Protection Regulations (GDPR), which come into force on 25th May 2018. This gives us an opportunity to access and review the data we hold and process. The data we hold is already compliant; we are simply updating our systems and policies to ensure compliance with the new regulations.

We have updated our Privacy notice to ensure we are being transparent about how we collect data on you and your child, why we collect that data and who we share that data with. The updated Privacy notice is available on our website at <http://bluecoatprimaryacademy.co.uk/> , or you can contact the office for a copy.

We sought your consent on the data collection form when your child joined the academy for your child's digital image to be used for promoting the Academy, including marketing material such as the prospectus, weekly newsletter, update magazine, media, website and social media. In order to be compliant with the new GDPR regulations we need to change the way this consent is sought, this includes who is consenting and a breakdown of what is being consented.

There are some things that we cannot do unless you tell us that we can. This includes the use of your child's personal information, photographic image or videoed image for celebrating achievements and promoting the Trust. Please could you read the attached forms very carefully and tick the appropriate options. This will let us know which of these things you are happy for us to do, and which you are not.

You are completely free to refuse to provide your consent to any of these things. You do not have to provide reasons for refusing your consent, but we are happy for you to give us additional information if you choose to so that we understand any concerns that you have and can take appropriate steps where necessary.

We really value using videos and photos to be able to showcase our amazing students and show what life at our Trust is like to others, so we would appreciate you taking the time to give consent. Please complete the attached consent form and return this by Tuesday 5th June 2018. Please do get in touch if you would like a further dialogue on this matter as we all work hard to ensure these new regulations are implemented effectively.

Yours sincerely

Head Teacher

Photographs and Videos

Some of the information in the attached tables includes photographs and videos of your child. We assure you that we take very seriously the issue of potential misuse of photographs and videos of our pupils, and have the following measures in place:

Images are stored securely by the Academy and are only accessible to staff within the Trust and we ensure the images represent the students and the Academy in an appropriate way, for example students are engaged in activities relating to our ethos and values.

The Academy may provide photographs and videos to the media, or the Academy may be visited by the media who will take videos and photographs.

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Head Teacher: Sue-Ellen Shaw



Celebrating Your Child's Achievements and Reporting on Events

As an Academy we are very proud of the achievements of all of our pupils, and we want to be able to celebrate these achievements both within the Academy, Trust and with others. We may also want to report on significant events which involve our pupils, such as visits from dignitaries.

This will involve providing information about involvement in certain activities such as sports.

Students Name:

Class:

In order to celebrate my child's achievements I am happy for the Academy to use:	Yes	No
<ul style="list-style-type: none"> Photographs of my child 		
<ul style="list-style-type: none"> Videos of my child 		

The following information may be used with the above:	Yes	No
<ul style="list-style-type: none"> Name 		
<ul style="list-style-type: none"> Year Group 		

I am happy for the following information to be used <u>but only without</u> photographs or videos of my child:	Yes	No
<ul style="list-style-type: none"> Name 		
<ul style="list-style-type: none"> Year Group 		

I am happy for the information selected above to be used:	Yes	No
<ul style="list-style-type: none"> On internal screens which may also be viewed by visitors to the school site 		
<ul style="list-style-type: none"> On the Trust/Academy website 		
<ul style="list-style-type: none"> In the Trust/Academy prospectus, newsletter, update and other external brochures and publications. 		
<ul style="list-style-type: none"> In local news media - newspapers, internet and television 		
<ul style="list-style-type: none"> In national news media - newspapers, internet and television 		
<ul style="list-style-type: none"> On the Trust/Academy Social Media Sites, e.g. Twitter, Facebook and Marvellous Me 		

Promoting the Academy & Trust

We want to be able to promote the Academy / Trust to attract new students, and to show the quality of the Academy / Trust. As part of this we want to be able to use photographs and videos of our pupils in promotional material. This will include our prospectus, updates, latest news on our website, our social media sites, local media, banners, posters etc.

I am happy for the information selected below to be used for the purpose of promoting the Trust and reporting on events involving the Trust:	Yes	No
<ul style="list-style-type: none"> Photographs of my child 		
<ul style="list-style-type: none"> Videos of my child 		

The following information may be used with the above:	Yes	No
<ul style="list-style-type: none"> Name 		
<ul style="list-style-type: none"> Year Group 		

I am happy for the following information to be used <u>but only without</u> photographs or videos of my child:	Yes	No
<ul style="list-style-type: none"> Name 		
<ul style="list-style-type: none"> Year Group 		

I am happy for the information selected above to be used:	Yes	No
<ul style="list-style-type: none"> On internal screens which may also be viewed by visitors to the school site 		
<ul style="list-style-type: none"> On the Trust/Academy website 		
<ul style="list-style-type: none"> In the Trust/Academy prospectus, newsletter, update and other external brochures and publications. 		
<ul style="list-style-type: none"> In local news media - newspapers, internet and television 		
<ul style="list-style-type: none"> In national news media - newspapers, internet and television 		
<ul style="list-style-type: none"> On the Trust/Academy Social Media Sites, e.g. Twitter, Facebook and Marvellous Me 		

You may change your mind in relation to any of the above at any time. This includes withdrawing your consent to anything that you have agreed to. To withdraw your consent to any of the above, or otherwise amend your position, please write to Primary@bluecoat.uk.com

Parent / Carer Name:

Parent / Carer Signature:

Date: