

# The Child Media Policy at Hadrian School

## Hadrian School Media Policy

Some parents/carers have concerns about the use of photographs, videos and other images of their children. This policy is designed to allay those fears, provide reassurance, and to protect children.

This policy also covers 'Dealing with the Media' which is a Local Authority Policy that Hadrian School has adopted.

## Parent/Carer Consent

On admission to Hadrian School all families are asked to fill in a 'Consent Form' for their child. This consent form is shown in Appendix 1.

If a parent/carer does not return the consent form the Admin Team will continue request the form until it is received. If any family does not return the form, as and when required a member of staff from Hadrian School will telephone parents/carers and ask for verbal permission for activities in and out of school.

Parents/carers not wishing to give permission for certain activities in and out of school have the opportunity to state this on the consent form.

The school maintains an electronic record of 'non-consent'. This record highlights all children whereby consent has not been given for aspects of school activities e.g. Rebound Therapy, Swimming or for photographs and filming.

If the school wishes to photograph or video any children who are 'Looked After' or subject to 'Child Protection' procedures additional consent is requested from the child's Social Worker, or where appropriate their Foster Carer. If there is any doubt about the consent arrangements for these children the school will not take any photographs or film the child in school.

Consent will continue until the Head Teacher receives written notification that the consent has been withdrawn from the parent/carer.

## **Local Authority - Dealing with the Media**

Newcastle City Council has a 'Press Office' within the Communication and Marketing Unit which should be the first port of call for all media enquiries. Trained and experienced staff are able to respond to all calls and where appropriate arrange interviews with members and senior officers.

The council's Media Policy reflects the organisation's policy aims and the way employees and members are expected to behave as well as the culture we strive to achieve.

### **The Media Policy is therefore to be:**

- Open
- Transparent
- Honest
- Proactive and assertive
- Helpful to the media in facilitating photograph opportunities, interviews and other reasonable requests.

### **The Press Office will:**

- Promote the reputation of the organisation
- Respond quickly and effectively to media enquiries
- Respect the confidential nature of information which is retained by the council on individual cases or other matters which are officially specified as confidential.

## **Hadrian School Consent Form**

As part of our responsibilities to implement the new General Data Protection Regulation (GDPR) we aim to ensure that we have your consent, or otherwise, to collect information on your child.

We would like you to read the attached School Privacy Notice and consent to the activities listed below.

If you require any further information/explanation please do not hesitate to contact school.



## Hadrian School Consent Form

As part of our General Data Protection Regulation (GDPR) responsibilities we aim to ensure that we have your consent, or otherwise, to collect information on your child.

We would like you to read our Child Media Policy & School Privacy Notice on our website and consent to the activities listed below.

If you require any further information/explanation please do not hesitate to contact school.

<b>This Consent Form will be used for the duration of your child's time at Hadrian School, it is Parents/<u>Carers</u> responsibility to notify school if they wish to change any details on this form</b>	<b>Yes I Give Consent</b>	<b>I Do Not Give Consent</b>
<b>Hydrotherapy/ Swimming</b> Your child to attend Hydrotherapy or Swimming sessions		
<b>Rebound Therapy</b> Your child to attend Rebound Therapy or Trampoline sessions		
<b>Suntan Lotion</b> Permission to apply Suntan Lotion if appropriate		
<b>Photograph/video your child within school.</b> These will be used to update our records, record progress and celebrate achievements		
<b>Educational Visits</b> Trips out of school which on occasion may require use of public transport. <i>Please note: you will always be notified if your child is out of school for any reason either by letter prior to the date or via text message or Class Dojo.</i>		

<b>School Website</b> Photos of your child to appear on the school website and/or HEADS Training website		
<b>School Publications</b> Photos of your child to appear in the 'Hadrian Herald', School Information Booklet or HEADS Training publications (which will also be available to view on the school website)		
<b>Blogs</b> Photos of your child to be used in Blogs which appear on the school website		
<b>You Tube</b> Videos of your child to appear on the school website		
<b>Social Media</b> Photos/videos of your child to appear on school social media accounts e.g. Facebook/Twitter/Instagram etc.		
<b>Class Dojo</b> Photos of your child to be shared in communication with parents of children in the same class		
<b>External Media</b> Photos/videos of your child to appear in external Communications, e.g. Newspaper/TV/Radio and Advertising		

**This has been discussed by the Governing Body:**

**Signed by:**

Chair of Governors: \_\_\_\_\_ Date: \_\_\_\_\_

Head Teacher: \_\_\_\_\_ Date: \_\_\_\_\_

Agreed at the Governing Body Meeting on: \_\_\_\_\_

Minute Reference: \_\_\_\_\_