Chase Terrace Academy
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November 2026

Dear parent/carer,

RE: Photography, Video & Social Media Consent Form

At Chase Terrace Academy, part of the John Taylor Multi-Academy Trust, we use photographs, videos and other digital content to support learning, celebrate achievements and communicate with our school communities.

We process all personal data in accordance with the UK General Data Protection Regulation (UK GDPR). Some uses of images form part of normal educational activity and are processed under legitimate interests. Other uses - particularly those involving public sharing - require your consent.

We are committed to ensuring that all images are used appropriately, securely and transparently. Images may be used on our school website, social media channels and in promotional materials to showcase school life, including competitions, learning activities, sporting events, celebrations and student achievements. We also produce a termly newsletter highlighting key events and successes from across our school.

The Trust has recently updated its policy regarding student image consent. As a result, we have implemented changes to our procedures at Chase Terrace Academy to ensure that we are fully aligned with the Trust's updated requirements. This means that we now follow a new image consent process and require all families to re-consent to their child's image being used, regardless of any permissions previously provided.

Please read the information provided by the Trust on the following page and then complete the image and video consent form using this link:

Years 8 - 11 Photography, Video & Social Media Consent Form – Fill in form

Alternatively, you may complete the new Parental Consent Form within the 'Parental Consents' section of the MyChildAtSchool app.

The updated consent process allows you to choose exactly where you are happy for your child to appear, including our newsletter, website, social media channels and local press coverage.

Please note that all previous image and video consents will be invalid following Friday 18th December. Therefore, we kindly ask that you complete the new consent form at your earliest convenience, regardless of whether you choose to give consent. It is important that we receive a response from every family so that we can ensure your preferences are recorded accurately and that your child's records remain up to date.

Should you have any queries, please do not hesitate to contact us at office@chaseterraceacademy.co.uk.

Yours sincerely,

Ms N Mason
Headteacher

Social Media and Online Publication

Where consent is provided for public use, images and content may be published via school or Trust websites and official social media platforms.

Parents/carers should be aware that:

- Content published online may be copied, shared or redistributed beyond the control of the Trust
- It may not be possible to remove content once published
- Images may remain accessible via search engines, archived pages or third-party platforms

The Trust will ensure that images are appropriate, proportionate and do not unnecessarily identify pupils.

Student/Parent/Carer Photography at Events

The use of personal devices (e.g. mobile phones or cameras) to take photographs or videos at school/Trust events is at the discretion of the school and/or event organiser. Where permitted, images or recordings taken by students/parents/carers are for personal use only.

We ask that:

- Images are not shared on social media if they include other children
- The privacy and wishes of all families are respected

The school reserves the right to:

- Restrict or prohibit photography or filming at specific events
- Ask individuals to stop recording where this is considered necessary for safeguarding or privacy reasons

Safeguarding

The Trust may restrict or prevent the use of images where necessary to safeguard a pupil or comply with legal obligations, regardless of consent provided.

Retention & Withdrawal

- Consent can be withdrawn at any time by contacting the school.
- Withdrawal will apply to future use only.
- Images already published (e.g. newsletters, websites, social media, prospectuses and other promotional materials) may remain in historical records.
- Where consent is withdrawn or a pupil leaves the school, the school will take reasonable steps to remove and update images from active publications and promotional materials within 12 months of the date of leaving or withdrawal of consent.
- We will retain personal data only for as long as necessary for its intended purpose and in accordance with our retention schedule.
- We will retain images only for as long as necessary for their intended purpose.

How We Use and Manage Data

The Trust will:

- Only use images for clear and defined purposes
- Limit access to appropriate staff and systems
- Apply your preferences consistently across school and Trust systems
- Regularly review how images are used

Further details can be found in our Privacy Notice: https://jtmat.co.uk/privacy

How Images & Video Are Used

Some uses of images and video (such as classroom displays and internal learning platforms) are part of normal educational activity and do not require consent.