



# GREENWOOD ACADEMIES TRUST

## Photographs and Films

### How we use your information

To comply with the General Data Protection Regulation (GDPR) 2018, we need to make you aware that from time to time we may photograph or film your child undertaking Academy activities. We may use the photographs or films either within the Academy and the Greenwood Academies Trust buildings (internally) or outside of the Academy and Trust buildings (externally).

The Academy may photograph your child for the purpose of identification in the Academy's management information system. The Academy may also use photographs and film for monitoring or educational uses (eg curriculum subjects requiring video and photographs to be submitted to external examiners). The Academy does not require parental consent for these purposes as they are deemed to be on the lawful basis of public interest.

Pupils will always be made aware if they are being photographed / filmed, what the purpose of this is and will be given the opportunity to object.

Where the relevant consent has been obtained, photographs and films may be:

- Used on displays, in presentations and in publications.
  - Used on the Virtual Learning Environment, websites and on social media sites which can be viewed throughout the world and not just in the United Kingdom where UK law applies.
  - Supplied to the media for use in newspapers and magazines and on TV, websites or social media sites such as Twitter or Facebook.
- The full names (first name and surname) of pupils will not be disclosed without good reason and consent will be obtained for this.
  - Pupil addresses will not be disclosed in detail, but we may state, for example, 'Sally from Skegness'.
  - Photographs and films will not be substantially edited, adapted or altered from their original intention or purpose, or used for anything which may be viewed as negative in tone or that may cause offence, embarrassment or distress.
  - Copyright of all photographs and films belongs to the Greenwood Academies Trust (GAT).
  - Any reproduction or distribution of photographs or films by a third party will constitute an infringement of copyright without the written permission of the Trust and must be accompanied by a credit or by-line stating the authorship of the photographs or videos.
  - When you give consent for us to process data, you have the right to withdraw that consent at any time; if you wish to withdraw consent, you must complete a Withdrawal of Consent form, available from the Academy office and this must be signed and returned to the Academy.
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