



BRIGHT CENTRES

WORKING TOWARDS A BRIGHTER FUTURE

BC Digital Stills & Videos of Students

Bright Centres

Date of Policy: January 2019

Review Date of Policy: Decemeber 2019

Bright Centres takes seriously its responsibility to protect and promote the safety and welfare of our students. We recognise this responsibility extends to how we manage the use of still and video images of students and have put in place appropriate safeguards.

We write to all parents to inform them that their child's image may be used in marketing, promotional and educational material produced by Bright Centres. Parents are asked to sign a release form (see below for details) and have the right to opt-out. Where parents have opted out, we take steps to ensure their child's image is not identifiable in any of our materials.

SAMPLE RELEASE STATEMENT

All parents are asked to sign up to the following statement:

From time to time we may wish to video or photograph your child. These images or videos may be used in our centre prospectus, in our Twitter feeds, in other printed publications we produce, on our website or on project display boards at Centre. There may also be times when our Centre is visited by the media who will take photographs or film footage. Pupils will often appear in these images which may appear in local or national newspapers or on televised news programmes.

Please note that websites can be viewed throughout the world and not just in the United Kingdom where UK law applies.

I do give permission for any images or video footage of my child to appear in any of the above mentioned publications.

FURTHER INFORMATION

Should you have any questions or concerns regarding ARK Globe Academy's policy on the use of digital stills and video of students, please contact the Centre on 0203 004 9782 or by email on info@brightcentres.co.uk