

27 January 2025

Dear Parents/Carers,

Re: Use of Student Photographs and Videos

We are writing to inform you about the use of photographs and videos of students at Jarrow School for purposes such as showcasing school activities, achievements, and events on our website, social media platforms, newsletter and in other marketing materials.

As part of our commitment to comply with data protection laws, including the General Data Protection Regulation (GDPR), we follow the guidance set out by the Information Commissioner's Office (ICO). This includes ensuring transparency and giving you the opportunity to make informed decisions regarding your child's personal data.

In accordance with ICO guidance, we will assume that you consent to the use of your child's image for the purposes stated above unless you inform us otherwise. If you do not wish for your child's photo or video to be used, please let us know by Friday 7 February 2025. You can do this by:

1. Calling the school office on the number above.
2. Contacting our Data Manager via email at devans@jarrowschool.com.

We will respect your decision, and your child's image will not be used if you opt out. If you choose to give consent but later change your mind, you can withdraw your consent at any time by contacting us using the methods listed above.

Please note that images and videos will always be used sensitively and appropriately and always in a positive manner.

We value your privacy and take great care to protect personal data.

Thank you for your cooperation and understanding. Should you have any questions or concerns, please do not hesitate to contact your child's Head of Year.

Yours sincerely,

Mr P Atkinson
Head Teacher