



LEIGH
Academies Trust

Leigh Academies Trust

LAT Photography Policy & Opt-Out Form

Version	1.0
Policy Status	Approved
Date of Issue	March 2024
Date to be Revised	March 2026

In the following document, the term 'We' refers to Leigh Academies Trust as a whole. This includes, but is not limited to, the academy at which your child is currently a student. 'You/your', refers to the named child's parent or guardian. 'Image' refers to photographs and video content.

Leigh Academies Trust (LAT) declare that:

- LAT will not use the personal details or full names (which means both first name and surname) of any child or adult in a photographic image, on video, on our website, on social media platforms, in our prospectus, or other printed publications.
- LAT will not include personal addresses, emails, telephone numbers on video, on our website, on social media platforms, in our prospectus, or in other printed publications.
- If we use photographs of individual children, we will not use the name of that child in the accompanying text or photo caption without your consent. If we name a child in any text, we will not use an image of that child to accompany this.
- LAT may include pictures of children and/or staff that have been drawn by the children.
- LAT may use group photographs or footage with general labels, such as 'making Christmas decorations'.
- LAT will only use images of children who are suitably dressed.
- LAT will discuss the use of images with children in an age appropriate way to role model positive behaviour.
- LAT will review the retention of images every 5 years with a view to disposal or a further specified retention period for consideration of transfer to our archives.
- The parent/guardian will be given the opportunity to opt out during the admissions process.
- The parent/guardian may opt out at any time either by:
 - completing the form in Appendix A and returning this to their academy
 - email to datacontroller@latrust.org.uk
 - by post to Leigh Academies Trust, Carnation Road, Strood, Rochester, Kent, ME2 2SX.

Parents understand that

- Websites/social media platforms are viewable across the globe; not just in the United Kingdom, where UK law applies.
- It may not be possible to retract data and/or images which have been uploaded to social media platforms.
- As parent/guardian, I/we will discuss the use of images with our children to obtain their views, if appropriate.
- As the child's parent/guardian, I/we agree that if I/we take photographs or record footage featuring children other than our own children, the resulting content will only be kept for personal use.

Please refer to our pupil privacy notice for further information via the link below

<https://leighacademiestrust.org.uk/privacypolicy/privacy-notice-for-pupils/>

Appendix A

Use of Images – Opt Out Form

Should you wish to Opt Out from your child’s image being used, please complete this form and return to us in one of the following ways:

- Return to your child’s academy
- Email to datacontroller@latrust.org.uk
- Post to Leigh Academies Trust, Carnation Road, Strood, Rochester, Kent, ME2 2SX.

Please refer to our pupil privacy notice for further information via the link below:
<https://leighacademiestrust.org.uk/privacypolicy/privacy-notice-for-pupils/>

Please identify yourself and your child below:

Full name of child:

Parent/carer name:

Academy name:

Please tick the boxes below if you wish to OPT OUT	
<input type="checkbox"/>	<p>I do NOT wish for my child’s image or footage of my child, to be used in the following ways:</p> <ul style="list-style-type: none"> • In displays around the academy at which your child is a student • On our website/social media platforms, or other electronic communications • For marketing purposes (this may include material relating to other academies within Leigh Academies Trust) • To appear in the media e.g. if a newspaper photographer or television film crew attend an event organised by the setting.
<input type="checkbox"/>	<p>I do NOT wish for my child to be in the following photos taken by the school photographer for purpose of sale to all parents:</p> <ul style="list-style-type: none"> • Photograph of all students in the class • Photograph of all students in the school • Photograph of students taking part in school events e.g. sports events

Parent/carer signature

Date