

Pupil photo and video information

This letter is intended to inform you about how Bradford Academy uses photographs and videos of our pupils.

We take photos and videos for the following purposes:

- For annual individual portraits and class photographs.
- For identification purposes.
- To document key educational milestones and learning.
- To celebrate the achievements of our pupils.
- To record special events and activities such as school performances.
- To promote the school and the achievements of our pupils.

We will use photos and videos in the following ways:

- On the school website.
- On internal displays.
- In printed school materials, for example, the school prospectus (and similar marketing materials).
- On school social media accounts, including Facebook, X, Instagram, TikTok and LinkedIn
- Photos and videos may be made available online or as a media file for activities such as dance festivals, competitions, and school performances.
- Within platforms and applications, such as Arbor, ClassCharts and Tapestry, to document your child's educational milestones.

We rely on the following lawful basis:

- Public task - We rely on public task where we process personal data as part of our educational and safeguarding obligations. For example, taking photos for identification and to document learning milestones.
- Legitimate interests - We rely on legitimate interests when we are using your data in ways you would reasonably expect. For example, using photographs for promotional purposes in a prospectus / brochure.
- Consent - We rely on your consent for publishing photos and videos online, and for external advertisements such as advertising banners.

Should the school wish to use photos and videos for purposes other than those outlined above, we will communicate with you separately. Examples may include the use of material by local or national press, such as in newspapers or online news publications.

You can find more information in our privacy notice which is available on our website.

How to object

If we rely on a public task or legitimate interests to use photos or videos, you have the right to object. If you do, we will consider your concerns and let you know our decision.

Please note that any objection will not apply retrospectively to materials that have already been produced and distributed. For example, a school prospectus cannot be withdrawn once it has been issued. However, we will ensure that the pupil image is not used in any future publications where you have objected.

We rely on public task or legitimate interests when we use photos or videos in the following ways:

- On internal displays.
- In printed school materials, for example, the school prospectus (and similar marketing materials).
- Photos and videos may be made available to parents online or as a media file for activities such as dance festivals, competitions, and school performances.
- Within platforms and applications, such as Arbor, ClassCharts and Tapestry, to document your child's educational milestones.
- Annual individual and class photos.
- Identity photos.

If you would like to object to any of the above or discuss any concerns, please contact the Data Protection Team at: dataprotection@bradfordacademy.co.uk

Website, publications and social media consent

Bradford Academy is seeking parental consent for the use of photos and videos online. If your child is over 12 years old, we encourage you to discuss the following consent preferences with your child before completing this form.

You can complete this form by clicking on the link or scanning the QR Code:



[Website, Publishing and Social Media Consent Form – Fill in form](#)

You may withdraw these consent preferences at any time. You can discuss any questions or concerns with the school.

Additional Information:

Where a pupil has sufficient understanding and maturity to make their own informed decision, their wishes will take precedence over parental consent. This typically applies to pupils aged 13 and over but will be assessed on an individual basis.

Pupil names will not be disclosed when sharing photos and videos online unless they are related to a specific news story such as an educational achievement award. However, other information, such as class name or year group, may be included as standard.

Please note that Facebook uses publicly available information to train the Meta AI model. This means that any posts, including photos, that the school publishes on its Facebook page could be used to train Meta's AI model. Therefore, if you consent to photos being published on Facebook, Meta could use them for these purposes. You can find more information about this on Facebook's Privacy Hub [here](#).