SUTTON VALENCE SCHOOL
SINCE 1576

Consent – Use of Images Policy

(Prep School and Senior School)

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Next Review Date: September 2026

This Policy applies to Sutton Valence School (including as the context requires, the Nursery, the Prep School and Senior School).

This is sent as an online form as part of the joining procedure:

Consent for the use of Personal Details (including Images) of Pupils at Sutton Valence School

The School makes various uses of personal details such as name and images of pupils during their time at School. Some of these are necessary for administration and the safety of pupils, for example CCTV. We also use details for Media uses, including photos of pupils at work or playing games and this may be published on the School website or as part of a School prospectus or magazine. Personal details, such as name and images could be used in other printed publications that we produce, used alongside press releases, as well as social media or on display boards. From time to time, we may also make video or webcam recordings for School conferences, performances, meetings, monitoring or other educational use.

Photographs or film footage may, in the following circumstances be taken and used by third parties. These include:

- visits from the media who will take photographs or film footage of a special visitor or other high profile event;
- when our pupils visit places off-site, the organisation may also take photos for use on their website or brochures;
- recognising and celebrating the achievements of individual pupils or groups of pupils by inviting a photographer from the media to take pictures or video for various publications. These may be local or national newspapers and magazines or televised programmes.

To comply with current data protection legislation, we obtain permission for details of children at the School to be used, including their name and image, and for these details to be made public, both during their time in School and afterwards.

If parents do not allow images of their child to be used, then they are placed onto a non-consent list that all staff have access to and are required to check against before taking photographs.

Consent allows for the image and name to be used in the following areas:

- Social Media;
- School Website;
- External Newsletters;
- School Publications (including, but not limited to, magazines, prospectuses, flyers and booklets);
- External Advertising (including, but not limited to, roadside banners, magazine advertising).