



UNIVERSITY OF
BIRMINGHAM
SCHOOL



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University of Birmingham School

Media Consent Policy

February 2025

University of Birmingham School Media Consent Policy

Review Frequency	Annually	Review date	February 2025
Governing Committee Responsible	Pastoral Committee	Next Due	March 2026
Governor Approval (date)	26 February 2025	Website	Yes
Staff Responsible	C Townsend		

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At University of Birmingham School we refer to Pupils (who are in Years 7-11 and aged 11-16) and Students (who are in Years 12/13 and aged 17-18)	

1 Introduction

- 1.1 At University of Birmingham School there are a considerable range of activities on offer for our pupils and students.
- 1.2 We would like to record many of these events such as School Plays, Sports Days, Awards Events, enrichment activities and School trips, so that we can celebrate these exciting occasions and opportunities.
- 1.3 The resulting images may be used:
 - a) in our School prospectus;
 - b) the end of term newsletter (online and printed format);
 - c) other publications (online and printed format);
 - d) on our School website;
 - e) on School social media;
 - f) on our School plasma screens;
 - g) on display boards around the School;
 - h) for School records and individual and/or group/class photographs
- 1.4 We also make video or webcam recordings for School occasions, for staff training purposes or where there is a practical element to curricular assessment, for example in Performing Arts or PE.
- 1.5 This list is not exhaustive and it may be necessary to deal with individual and unusual events on a one-off basis.
- 1.6 The University of Birmingham may also want to use photographs of the School and pupils/students for many of the reasons listed above. The School will always request that the University also complies with this policy regarding the use of pupil/student names and images.
- 1.7 The School may be visited by the media at key points during the academic year. They might want to photograph or film a significant event, or celebrate a particular achievement e.g. examination success in the summer.
- 1.8 These photographs and films will invariably feature pupils/students from University of Birmingham School and they might appear in the local or national press, or feature on local or national television.
- 1.9 To protect the interests of our pupils and students, and to comply with the Data Protection Act, parents and carers will be asked to give consent for the use of photographs and imagery to be used on entry to the School. We will obtain consent from students directly if they are aged 18 or over.
- 1.10 This consent will be recorded via a consent form when pupils and students are admitted into the School. The School will not intentionally take photographs of pupils and students for publication anywhere for whom consent has been withheld.
- 1.11 Current advice suggests that we must obtain parental consent before any photographs or imagery of a pupil/student are taken where these are likely to be used in a publication or displayed by the School in a public place.
- 1.12 This does not apply to publication of images where the subject cannot reasonably be identified.

- 1.13 Photographs or imagery of pupils/students may be taken by other educational organisations or the press with official School permission.

2 Publication of Names with Images

- 2.1 In printed publications and on the School's website, intranet or learning platform images of pupils/students will not usually be accompanied by the publication of the pupil's/student's full name.
- 2.2 However, first names may be used.
- 2.3 Pupil/student full names may be used with their photograph in limited circumstances, for example to celebrate academic or sporting success. Consent will be obtained beforehand from parents and carers or students aged 18 or over.
- 2.4 Images published by the Press:
- a) The Press usually require a photograph to be accompanied by the pupils/student's full name.
 - b) The School will not allow the Press to take photographs of children if consent to publish their full name and photograph has been withheld.
- 2.5 Images published on television:
- a) While it is rare for television companies to film School events, parental consent will also apply to television images where a student can be identified.
 - b) However, specific permission will be sought relating to each event filmed if a pupils/student's full name is used on television in conjunction with their image.
- 2.6 Images published with School consent by other third parties:
- a) The School will not usually give consent to third parties for the publication of a pupils/student's image together with their full name.
 - b) Exceptions might include the publication of photographs of a School event taken by commercial photographers and available from their website.
 - c) In such cases, it is the responsibility of the third party to inform subjects that their consent for publication is assumed.
- 2.7 This policy does not apply to unofficial/unauthorised photographs and videos of School events taken by parent/carers and others. These are outside the control of the School.
- 2.8 Please note that in relation to some events, a consequence of not including a pupil/student in photography may be that they are not easily able to take part in the event itself. This is something that the School would discuss with you at the appropriate time if necessary.
- 2.9 Occasionally, pupils and students will take part in photography and filming without realizing that their parents and carers have withheld consent. In this case, any identifying features will be edited out.
- 2.10 A parent or carer's decision on whether to give consent is valid for the whole of the pupil/student's time in the School, unless the School is notified to the contrary in writing.
- 2.11 Consent can be refused or withdrawn at any time. If consent is withdrawn, we will delete the photograph or video and not distribute it further. To update media consent permissions, please email the School: marketing@uobschool.org.uk