WETHERBY PREPARATORY SCHOOL
MARYLEBONE

inspired

Wetherby Preparatory School

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Image Consent Form

Policy reviewed by:	**Lloyd Jackson**
Review date:	**July 2026**
Submission date:	**July 2026**
Policy actioned from:	**September 2026 – August 2027**
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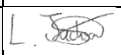
Reviewer's signature:	
Head's signature:	

Circulation: This policy is addressed to all members of staff and volunteers and is available to parents on request. It applies wherever staff or volunteers are working with the boys.

Please note: 'School' refers to Wetherby Preparatory School and 'parents' refers to parents, guardians and carers.

Parent and Pupil Consent Forms (Use of Images and Video)

How to use these forms

These updated image consent forms reflect best practice, local feedback and legal advice. They are to be used by all schools across the Inspired Group and reflect the following key points:

1. There is a category of uses which we notify parents about but do not seek consent for, because they are essential. These include security / identification measures, CCTV and academic uses.
2. There is a further category of uses which we also do not seek consent for, because that is not necessary or expected; but the uses are not essential, and parents/pupils may object to them. These include school newsletters / emails or intranet, class yearbooks, school magazines and similar occasional publications within the school community.
3. In addition, there are external marketing uses for which we do seek opt-in consent, and these are:
    a. general marketing uses (website, social media channels and prospectus); and
    b. other marketing e,g. formal paid-for campaigns.

The Group's policy (reflected in the structure of the forms) is that category 3 should be sought as two separate tick-boxes. We also recommend schools seek further, ad hoc consents for any specific uses which pupils might not expect – depending also on their age. This is reflected in the forms below.

(a) Parental consent form

This form is intended for parents to give consent to use of images of their child by the school, including (on an opt-in basis) for external marketing purposes. In some cases the consent of the pupil may additionally be advisable (see below). In case of any doubt about whether the particular use will be welcome or expected, it is a sensible precaution to speak to both parent and pupil.

The form can be attached to a parent contract, provided at the start of a school term or year, or used (or re-notified) on an *ad hoc* basis.

(b) Pupil consent form

This form is intended for use on an *ad hoc* basis for older pupils to give consent to use of their own image by the school for a specific purpose.

Local law and guidance may differ as to how often schools should refresh pupil consents, and at what ages. However, a reasonable standard of best practice for both safeguarding and data protection purposes can be met by schools ensuring that they: (a) have in place a *general* parental consent for certain uses of images; and (b) follow a common-sense policy of reverting to both parent or pupil (or both) for an *ad hoc* consent before making any use of an image which is particularly impactful, prominent or unexpected – for example owing to the nature of the content, or how prominent or public the use is.

Only in exceptional circumstances should children be named alongside their image, and then only with the specific consent of that child or (if they are too young to understand) their parents.

Please refer any questions or concerns about these forms to dpo@inspirededu.com.

If you are based in a non-English speaking country, please arrange for the finalized English version of the forms to be translated into the local language and use the translated version.

We recommend the legal document translation service, Transperfect. You can contact: anicola@transperfect.com

Wetherby Preparatory School

Use of Images of Pupils

Dear Parent

The School and its Group make various uses of images (including photographs and video) of pupils during their time at school.

Essential or day-to-day (internal) uses

Certain uses of images are necessary for the ordinary day to day running of the School and for the safety of pupils. Examples of essential uses include, but are not limited to, security / identification measures which may include CCTV, academic uses and your child's school security ID.

The School uses images for these essential purposes in accordance with its legitimate interests and as further described in our Privacy Notice.

The School also relies on legitimate interests for ordinary day-to-day uses of pupil images, such as School newsletters / emails or intranet, class yearbooks, school magazines and similar occasional publications within the School community.

External marketing uses for which we seek your consent

From time to time, we may use images of pupils for external media and promotional purposes, including photos of pupils at work or playing games. These images may appear on our public-facing platforms where we celebrate achievements and exciting news such as on our website(s), social media channels (where appropriate), or as part of a School prospectus or magazine. Additionally the School may use images as part of wider marketing campaigns.

We hope you will feel comfortable and willing to support the School in using pupil images to celebrate the achievements of pupils and to promote the work of the School. Please indicate below if you consent to your child's image being used in School media and group marketing purposes.

Where appropriate (owing to the pupil's age or nature of the use) we may also seek the consent of particular pupils from time to time.

NAME OF CHILD:

Tick [ ]

Yes, I consent to my child's image being used on the School Group's public channels such as the School website, prospectus and its social media channels.

Tick [ ]

Yes, I consent to my child's image being used in other promotional media and marketing campaigns

You may withdraw consent at any time in the future, subject to the notice at the bottom of this form. Please also be aware that it may not be possible to change already-printed publications, such as our prospectus or School magazines, and we will not be able to control third party publications (for example where we have placed an advert, or provided an image to media, based on a prior consent).

If there are any non-essential internal School uses that you wish to object to until otherwise notified, please contact us at lloyd.jackson@wetherbyprep.co.uk. In ensuring we can give effect to your wishes, and best support your child's needs, it will also assist us if you are able to give reasons.

Please be aware that objecting as above does not prevent the School from continuing to process images of your child that are necessary for essential purposes (as detailed above). If you do object to non-essential internal uses, reasonable steps will be taken to e.g. digitally blur or crop group shots wherever feasible.

Please see our Privacy Notice and CCTV Policy for further details.

NAME OF PARENT:

ADDRESS:

Signed: _____

Use of Your Image by the School [*specific consent by pupils*]

Dear [Pupil's name]

The School wishes to use your image or photograph in the following manner:

DESCRIPTION OF USE:

[***To be filled in by member of staff:*** *description of use, e.g. where and what image, posted where and for what purpose – state if online and/or on a named basis.*]

Please indicate below if you understand the above and are happy to consent for the time being to your image being used in this way.

You do not need to sign this form if you do not agree. Please consult a member of staff if you have any concerns or questions about how an image may be used. You may withdraw your consent at any time in the future, but please be aware that it may only be possible to remove online images and the School cannot change printed materials once published.

Yes, I agree

NAME: [to be filled in by pupil]

SIGNATURE:

DATE OF BIRTH: [to be filled in by pupil]

SUGGESTED FOOTER (for use with either form)

Please be aware *that the School will not always seek your permission to use photographs and video, for example where necessary for the running of the school (such as educational use, security ID, or CCTV) or for other internal school uses. Please see our Privacy Notice and e.g. CCTV Policy for further details.*