



# CHEAM PARK FARM INFANTS SCHOOL

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Dear Parent,

Many parents have concerns about the use of photographs and other images of their children. Providing the name and image of a pupil either in printed documents such as newspapers, school newsletters, website or digital format allows for the possibility that people outside the school might identify and then contact or attempt to contact pupils directly. For these reasons, Sutton's Local Authority (LA) has introduced a Child Media Policy to regulate the publication of children's images and names.

We are seeking your permission to publish images of your child in any of the following ways; newspapers, newsletters, web sites, digital recording or video conferencing. Your consent – *if you agree* – will be valid for the time your child attends the school. Parents will be given the opportunity each year to review and change this decision if they desire. If you allow images of your child to be used they will be in compliance with the LA's Child Media Policy that seeks to protect your child's image from abuse.

## We will not:

- Publish an image of a child in PE kit or similar state of dress.
- Publish a child's name at all unless it is necessary, and if it is, we will only publish their first name.
- Use the image for anything other than school business.
- Allow the use of the image by anybody outside the Sutton schools system.

## We will:

- Retain any images for use in various publications for the duration of your consent.
- Ask you each year for your permission to use images.
- Keep a record of your reply.
- Ensure that the original images are only used by the school, LA or newspapers (see below) that comply with the Child Media Policy.
- Inform the press of your wishes – but please note that in law our ability to control articles published by the press is very limited.

If you agree to the publication of your child's images for school purposes, please let us know with the reply slip below.

If you would like more information before you decide Sutton's Child Media Policy can be viewed or downloaded from our website or the local authority website at [www.suttonlea.org](http://www.suttonlea.org).

To help us compile our records, if we do not receive a reply from you, we will record that you have given permission for your child's images to be used as we have described in this letter for the period your child attends the school.

I hope that this system will help reassure you on an issue that causes many parents concern and allow you to make your personal choice known to us. Please do not hesitate to contact me if you have any questions or concerns about this letter.

With kind regards,

Alison Day  
Headteacher



**'Where Happy Children Love to Learn'**



# Cheam Park Farm Infants School Child Media Reply Form

Your Name:.....

Child's Name(s):..... Class: .....

I AGREE / DISAGREE\* that the publication of images of my child or children may be used as described by Sutton LA's Child Media Policy (Option B) for the period my child attends the school.

I understand that I may view the full policy by visiting the school's website.

*\* Please delete as appropriate*

Signed:

Date:

*Please return this form to the School Office.*



*'Where Happy Children Love to Learn'*



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