

## **MEDIA CONSENT FORM – CONSENT ON BEHALF OF A STUDENT**

We're always proud to showcase and share the fantastic work and achievements of the children, young people, and adults at The Aurora Group. We regularly use photographs and videos to show how our students, residents and services develop. Images can also help us illustrate and communicate with parents/carers about upcoming events and advertise and market the service to prospective parents/carers, students and residents.

**The purpose of this form is to seek permission to include our students in photography and film to be featured for The Aurora Group's media, marketing and PR materials.**

There are a number of instances when the school may use images, specifically:

- We publish photos on the website to promote the service to current and prospective parents/carers as well as provide updates on current events;
- We publish photos on our social media accounts, such as Facebook, Twitter, Instagram and LinkedIn, to provide updates on events, news and recruitment opportunities within the service;
- From time to time, we put videos on our YouTube channel, which can be seen by subscribers of our channel;
- Within our newsletters, we may provide photos of recent events or achievements from our students and residents;
- In order to promote the service, we send out prospectuses, flyers, leaflets and brochures which contain images to show life at our service. These will be sent to prospective parents/carers, local authorities and other stakeholders;
- We may also use other promotional materials, such as banners and signs at events, which may contain photographic images for prospective parents/carers and other stakeholders to view;
- We may be visited by the media, who will take photographs or film footage of events. Our students and residents will sometimes appear in these images, which may then be published in local or national newspapers, televised news programmes and on social media sites;
- We publish photos in and around the school to illustrate current students' and residents' lives, including educational materials and images of recent trips and events. These can be seen from time to time by other parents/carers or visitors within the school;
- In promotional materials, the history and character of the school are shown to future generations.

We follow the guidance set by data protection legislation and guidance set by the Information Commissioner's Office on taking photos and obtaining consent.

Usually, students will not be named in the photographs unless they have given specific consent.

Consent to use the images will last throughout their time at the school and will continue to apply for a short time after they leave (except for images published for historical purposes, which may be kept for an extended period of time to show the history of the service).

We will endeavour to seek consent directly from our students by using a range of different communication aids and approaches based on their individual communication needs, but in cases where they are not able to provide consent, we will seek permission from a parent/carer or if they are over 18 a representative on their behalf. The representative will be a Deputy appointed by the Court of Protection, an attorney appointed by a Lasting Power of Attorney or a Legal Guardian. Any decision made by a representative on behalf of a student will be made in that person's best interests.

**Please consider the details below carefully, complete the form, and return it to the school office. A copy will be held on file.**

**You have the right to withdraw permission at any time** by writing to the school and asking them to stop using the images. At that point, they will not be used in future publications, but we cannot prevent them from continuing to appear in publications already in circulation.

If you have any questions, please don't hesitate to contact the Headteacher.