

Legal Basis for taking photographs/digital images will now be Legitimate Interest and not Consent. We are proud of our school and its pupils' achievements. To celebrate these and to promote the school, we may capture digital images of pupils and staff during lessons, events and activities. The following are some examples of when we might capture images. Note that this list is not intended to be exhaustive:

- Displays within school and on our website
- On our social media (e.g. X or Facebook)
- In our newsletter
- Local media, such as newspapers (physical and online)
- In our school prospectus
- School trip
- Sports days
- Official whole school/class photos that are taken annually alongside individual photographs for purchase

Previously, we have always asked for your consent (via the school admissions form or via a stand-alone request) for digital images to be captured. However, regulatory advice from the Information Commissioner's Office (ICO) recently advised schools that asking for consent for capturing digital images was not necessary. The guidance states that, if we are capturing digital images of pupils/staff for promotional purposes, we can rely on our Legitimate Interests, rather than seek your consent. This means that we will no longer require your consent for capturing digital images. However, this does not remove your right to opt-out of having digital images of your child(ren) captured. If you do not want your child's digital images to be captured, please notify the school office in writing or by emailing parents@hamilton.essex.sch.uk

Our school admissions form will be updated to reflect this change, and we have updated our privacy notice for school photos and additional activities. Please be assured that, if you had previously not provided consent for your child's digital image to be captured, we will automatically opt them out of having their image captured going forward under this new model. If you opt out either now or in the future, your child's record will be noted accordingly. If you change your mind at any time and wish to opt back in, please put this in writing to the school using the email above.

It is important to note that we will no longer check with you periodically that you remain happy for digital images to be captured, and we will work under the assumption that digital images can be captured unless you advise us otherwise. If we publish a digital image online or in the media, we will not use the pupil's name (or will use first name only). Previously, your consent for digital images to be captured was split into different categories, for example, displays in school, social media etc. We will no longer make this distinction. If you do opt-out of digital images being captured, absolutely no digital images will be captured (other than for the pupil record, which is required by law). If you have any queries regarding this change in policy, please feel free to contact the school office at parents@hamilton.essex.sch.uk