

20th March 2017

Dear parent/carer,

Previously we have written to you asking for a photo consent form to be completed and thank you for returning these. We have decided to move to a more simple 'opting out' scheme to ensure we capture all parents' preferences.

We aim to share positive news with parents and the community as much as possible. Throughout the academic year, photo opportunities and multi-media opportunities exist to celebrate students' achievements both in the classroom and during special events. These opportunities may include, but are not limited to class pictures, the school newsletter, trips, activities covered by media, awards events, marketing and promotional materials, email and pictures posted on the school website and social media.

If you do **NOT** wish for photos/videos of your child to appear for school use in publicity material, on the website or on social media, please complete the form below and hand it to the school office or email admin@theebbsfleetacademy.kent.sch.uk This will apply to your child for the whole time they attend The Ebbsfleet Academy.

If you have already returned a form expressing you wish to opt out, please ignore this letter.

Yours faithfully,



Ms K Simmonds



Photograph/Video 'Opt-Out'

I **DO NOT** give permission for my child to be photographed and videoed for school use on social media, the website and in school publicity material.

Child's name: _____ Tutor Group _____ Date: _____

Parent name: _____ Signature: _____

Principal: Alison Colwell
BA (Hons), PGCE, NPQH

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The Ebbsfleet Academy is a partner Academy within the Brook Learning Trust.