

20 November 2015

Dear Parent

Re: Use of student images

As part of improving communications to parents and celebrating the achievements of our students, both Academies are developing social media sites. This will include: Facebook, YouTube and Twitter and other developing social media which comes on line. The Academy is going to need your support to ensure that these sites are exciting and relevant. These sites will provide students and parents with live updates and key information such as weekly events, sport, parental consultation evenings, revision materials, important assessment and progression updates as well as celebrating the successes of young people. The content on these sites will be strictly controlled and monitored.

It is hoped that these sites will give parents a greater insight into the experiences and opportunities open to their children.

In order to keep the social media sites relevant and up-to-date, the Academy will need to populate the sites with photos, images, and video content. Hence, we are asking for the support of parents and students to make these sites the best they can be. The Academy would like to capture events as they happen. Rest assured, all images and content will be monitored and scrutinised to ensure that it is suitable to be published on-line.

Use of Images – The Academy does not use photographs or any other images of students without prior permission of both the student and parents. **Therefore if you do not wish for your child's images to be used on social media sites, please advise the Admin Office at enquiries@ernulf.cambs.sch.uk or in writing to the school for the attention of the Admin Office by no later than Friday 27 November 2015.**

The permissions granted will be valid for five years from the date you sign the form or unless we are advised in writing of a change, or for the period of time your child attends this school. Consent (by nil return) will automatically expire a year after your child has left the Academy.

Yours sincerely



Rick Carroll
CEO