

From mountain to sea

Mackie Academy

Education and Children's Services Photography and Video Recording

Aberdeenshire Council is required to obtain written consent for the use of photography and video recording to provide information on and publicise services or celebrate special events.

Please ensure you have read the attached Privacy Notice, which outlines how photography and video files will be stored and used by the school, and potentially Aberdeenshire Council's Corporate Communications Team. Please ensure you agree to consent on this basis, by completing the form and sign and date it where shown.

Privacy Notice

The Data Controller of the information being collected is Aberdeenshire Council.

The Data Protection Officer can be contacted at Town House, 34 Low Street, Banff, AB45 1AY.

Email: dataprotection@aberdeenshire.gov.uk

Purposes

Photographs and videos may be used in the following Aberdeenshire Council and school communications:

- Aberdeenshire Council publications and video programmes, printed and digitally, i.e. leaflets and posters, DVDs and digital video, for corporate use and/or the school
- Websites owned by Aberdeenshire Council, including the school's website
- Aberdeenshire Council internal intranet
- GLOW
- Aberdeenshire Council corporate and service-led Social Media channels, i.e. Facebook, Twitter and Instagram, Google Plus

We may also send images to the news media and share with Aberdeenshire Council partners, only where we are running a partnership event or campaign. These partners include:

Aberdeenshire Health and Social Care Partnership, Aberdeen City Region Deal, Invest Aberdeen, National Schools Network (GLOW), Nestrans (the transport partnership for Aberdeen City and Shire), NHS Grampian, The Scottish Government, Police Scotland, Scottish Fire & Rescue, Visit Aberdeenshire, Visit Scotland.

The Legal Basis for collecting the information is Consent.



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Photography and Video Recordings

Photography and video recordings will be shared through Aberdeenshire Council communications channels outlined above as appropriate and stored in the following ways:

Photography and videography led by school staff and/or council officers will be stored on encrypted council devices, secure Council networks, or Aberdeenshire Council's Microsoft Office cloud-based storage.

Photography led by our professional photographer or contracted freelance photographers will be stored digitally in an online Image Library, which can be accessed by all networked Aberdeenshire Council employees.

Retention

We do not keep photos for any longer than is necessary and we will dispose of them after a period of five years, unless they are images of historical interest when they may be archived for a longer period. Anything of historical interest will be transferred to the Archive Service.

Please note that you have the following rights:

- to withdraw consent at any time;
- to lodge a complaint with the Information Commissioner's Office (after raising the issue with the Data Protection Officer first);
- to request access to your personal data;
- to object to processing;
- to request rectification or erasure of your personal data, as so far as the legislation permits.

Please complete the Photography and Video Consent Form overleaf and return it to Mackie Academy.



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Consent Form

For photography and/or videography taken by school staff and/or the Council’s Corporate Communications Team or contracted freelancer as appropriate.

Consent will cover the period of attendance at: Mackie Academy

The expiry date of the photography and/or videography will be five years from the date taken.

I consent to photographs/videos being used:

- In all of the below
- Within school (e.g. school intranet, school newsletters, etc.)
- On school/Council social media (e.g Facebook, Twitter, YouTube, Instagram and school blogs.)
- On Aberdeenshire Council websites (including school website)
- By the news media, in publications and/or by partner organisations

Parent/Guardian’s Name:

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Address:

.....

Child/Young Person’s name and class:

.....

Contact telephone number:

.....

I understand that I have the right to withdraw this consent at any time by contacting:

Mackie.aca@aberdeenshire.gov.uk

Consent of parent/guardian [Required for children under 13 years of age]:

Name	Date	Signature

Consent of child [Required for children age 13 and over]:

Name	Date	Signature

Queries relating to Aberdeenshire Council’s online Image Library can be sent to:

creativeservices@aberdeenshire.gov.uk