



*music makes  
me happy*

## **Music of Life Foundation**

### **Policy on the Use of Photographic Images of Pupils**

#### **1. Purpose**

This policy sets out how Music of Life Foundation, a registered charity (No. 1102827) (“**we**”, “**us**”, “**the Charity**”) will use photographic and video images of pupils for marketing, publicity, and fundraising purposes, ensuring compliance with safeguarding, data protection, and privacy requirements.

#### **2. Principles**

- Safeguarding priority: Protecting pupils from potential misuse of images.
- Consent-based use: Images will only be used with prior written consent from parents/carers (and pupils where appropriate).
- Transparency: Clear communication about how, where, and why images may be used.
- Data protection compliance: Adherence to UK GDPR and Data Protection Act 2018.
- Respect and dignity: Images will portray pupils positively and respectfully.

#### **3. Consent**

- Parental consent: consent must be obtained from parents/carers before any image is taken or used. It is expected that in the majority of cases this process will be completed by the school in accordance with their own policies and procedures and confirmed by the school in writing to Music of Life. In circumstances where the school does not have its own policy or has not obtained consent, Music of Life should obtain written consent directly from parents/carers in the form of the consent set out at Appendix 1.
- Pupil assent: Where appropriate, pupils’ views will be sought in addition to parental consent.
- Withdrawal rights: Consent can be withdrawn at any time, and images will be removed from future use.

#### **4. Use of Images**

- Permitted uses: School/charity websites, newsletters, social media, press releases, fundraising campaigns, and promotional materials.
- Prohibited uses: Images will not be shared with third parties for commercial gain or used in contexts that may cause embarrassment or distress.

- Identification limits: Pupils will not be named in publicity materials unless explicit consent is given in addition to the consent to use the image.

## 5. Storage and Security

- Secure storage: Digital images stored on password-protected systems; printed images kept securely.
- Retention period: Images retained only for the purpose consented to.
- Controlled access: Only authorised staff may access and use images.

## 6. Safeguarding Considerations

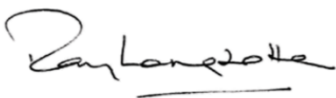
- Appropriate settings: Images will avoid showing pupils in compromising or vulnerable situations.
- Uniform and location: Care will be taken not to reveal sensitive details (e.g., addresses, schedules).
- External photographers: Must be supervised and briefed on safeguarding expectations and instructed to deal with images in accordance with this policy.

## 7. Monitoring and Review

- Annual review: Policy reviewed annually by trustees.
- Incident reporting: Any misuse of images will be treated as a safeguarding concern and reported accordingly.

**Adopted by the Board of Trustees: 27 March 2026**  
**Date of next review: March 2027**

Signed:



.....  
Ray Longbottom  
Chair of Trustees



.....  
Maria Teterina  
Chief Executive Officer

## Appendix 1: Consent Form to use Photographic Images (for use by schools if they have no equivalent or by Music of Life)

Name of school/other organisation or Music of Life:

Pupil's name:

Date of birth:

Parent/Carer name:

### 1. Purpose of Consent

We seek your permission to use photographs and video recordings of your child for the purposes of:

- **Marketing and publicity** (e.g., brochures, newsletters, press releases)
- **Fundraising campaigns** (e.g., posters, appeals, social media posts)
- **Educational promotion** (e.g., website, presentations, exhibitions)

### 2. Conditions of Use

- Images will be used positively and respectfully.
- Pupils will not be named unless additional explicit consent is given.
- Images will not be shared with third parties for commercial gain.
- Consent can be withdrawn at any time by notifying the organisation in writing.
- Images will be stored securely and only used for the purposes stated.

### 3. Consent Options

Please tick as appropriate:

- I give consent for my child's image to be used in **printed materials** (brochures, newsletters, posters).
- I give consent for my child's image to be used on the **organisation's website**.
- I give consent for my child's image to be used on **social media platforms** managed by the organisation.
- I give consent for my child's image to be used in **press releases/media coverage**.
- I give consent for my child's image to be used in **fundraising campaigns**.
- I give consent for my child's image to be used in **educational displays or exhibitions**.
- I do **not** give consent for my child's image to be used in any of the above.

### 4. Signature

I have read and understood the conditions of use and give my consent as indicated above.

Parent/Carer signature:

Date: