



Tudor Grange Academies Trust

Data Protection Consent Form and Guidance

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Highlighted sections of this policy to be localised by individual school

Date updated	Version	Change from last version
27.07.2026	1.0	New policy

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Guidance Note from Education Data Hub

Don't ask for too much

Consent can be an important way to ensure parents and carers of children at your school feel their personal views/beliefs are taken into account when you are considering their child. However, asking for consent for too many things, or the wrong things, can leave the school office managing a complex web of permissions or worse still prevent an essential function of the school from happening.

Things you should not ask consent for

You should not ask for consent for processing personal data where you need to process the data to ensure the proper running/functioning of the school. This includes things like using data in the MIS system, using data in the classroom (including in applications/software that support teaching/safeguarding etc.) and using data to contact parents and carers.

Examples of some of the common things you **should not** be asking consent for are:

- Displaying names*
- Birthday boards**
- Messaging systems***
- Apps/software used for; teaching; education; assessment tracking; enrichment; assessment; safeguarding; diaries/journals
- Use of internet

** Single names (with surname initials if multiples) is recommended.*

*** Best practice = single name/month only/discreet location.*

****Consent is not required to send essential messages to individual parents or groups of parents about key school events. However, it is good practice to ensure any messages you send are targeted and not excessive (e.g. do not send updates about the year 3 coach trip to every parent/carers in the school). Also, be aware of sharing photographs of pupils via messaging platforms- e.g. if you use the 'channel' function of Parenthub you would need consent to send photographs of pupils as they would be seen by everyone on that channel.*

Consent for marketing messages

You must not send any direct marketing messages via electronic methods (text, email, app notification) to parents/carers unless you have their consent for marketing messages. This would include details about raffles and competitions run by outside organisations and promotional information about clubs, sporting groups or offers from local establishments.

Things you should ask consent for

You should ask for consent for processing personal data where the activity is outside of the essential running/functioning of the school.

Example of some of the common things you **should** be asking consent for are:

- School Photographer taking individual/group photos for potential purchase
- Sharing pupil photographs on the school website or on social media
- Including pupils in filming for a TV programme*
- Using biometric data (please ask the DPO team for further advice on this if this is applicable to you)

** we do not recommend the use of blanket media consents. Schools should consider each media request individually and ask for consent on a case by case basis.*

Ask Once

As long as parents/carers/pupils are aware of their right to withdraw consent, it is generally agreed that you only need to ask for consent once during a child/parent's relationship with the school, usually on entry to the school.

Consents for other things

This note does not give advice on any other types of consents you decide to ask for, e.g., to administer medications, to allow a child to watch PG films or to go on local walks.



Tudor Grange Primary Academy [School Name]

Data Protection - Consent Form and Guidance

[school name] takes data protection very seriously and we are committed to keeping the personal data of our pupils and parents as secure as possible, whilst at the same time balancing the need to share it for educational purposes and to ensure the normal running of the school.

In line with the UK General Data Protection Regulation and the Data Protection Act 2018 we are seeking your consent for certain data processing activities. Once consent has been given we will process the relevant personal data in line with our Privacy Notices and Data Protection Policy, which you can find on our website here: <https://www.tgacademy.org.uk/information/operations/data-protection/>

1. Images/Photos/Film

We really value using images of students, to be able to showcase what students do in school and show what life at our school is like to others. We will take images/photographs and film of your child for identification, assessment/educational and celebration purposes, including on school premises and whilst away from school on trips and visits for internal school use, however we will only **publish** these images, photographs or films in line with the consents granted by you below:

I give:

- consent to publish images/photos and film in school newsletters (these may be sent electronically via Email/Bromcom 'My Child At School' (MCAS)/approved Trust communication platforms) ☐
- consent to publish images/photos and film in the school prospectus or other marketing materials ☐
- consent to publish images/photos and film on the school website. ☐
- consent to take/publish photos and film taken at events/performances for the purpose of sale to members of the school community e.g. parents/carers ☐

N.B We will generally store images/photos and film taken of your child for up to 1 year after they have left the school, however we reserve the right to retain them in perpetuity for historical research purposes.

Our school photographer is [NAME]. The school photographer is invited to school annually to take individual and class photographs of pupils and staff that may be purchased by parents/carers. The photographer retains copies of the [images taken/pupil names/UPN numbers/class] for [state period of retention by photographer]. The images are also retained in school for display within the school and as part of the school archive.

I give consent for photographs of my child to be taken by the school photographer:

☐

2. Social Media:

Social media platforms are a useful way to communicate some of the great things the school is doing to the outside world, but we respect that not every parent wants their child to have a social media presence. The social media

platforms that our school uses are [Facebook/LinkedIn/Instagram/Bluesky] Therefore we will only use your child's image/photo or personal data (e.g. name, age, class, school attended) on the school's social media accounts if you provide your consent below:

I give consent for the school to share personal data of my child on the school social media channels

☐

3. Parent/Carer Personal Data

We use electronic messaging systems [Bromcom 'My Child At School' (MCAS)] to send you messages relating to your child and school admin/reminders/essential messages relating to school closure etc. We may from time to time like to use the messaging system to send you information and offers from outside organisations including child care providers/after school clubs, sports and fitness providers and other charities or groups. If you consent for us to use your contact details (personal data) to send you information and offers please indicate below.

I give consent to use my personal data to send information and offers via electronic methods

☐

4. Your right to withdraw consent:

Please note you have the right to withdraw these consents at any time and you can do this by contacting us by any of the means listed below:

Means by which they can withdraw???

For more information on how [school name] uses the data we hold about you or your child, including how long we keep it and your rights relating to it, (including to have it corrected, erased, restricted, transferred or your rights of access to it) please go to our website <https://www.tgacademy.org.uk/information/operations/data-protection/> and view our Privacy Notices and Data Protection Policy or contact:

[Insert Data Lead in Schools]

[Insert Address]

[Insert phone]

[Insert email]

Your consent choices will be applied for the duration of your child's time at the school unless you advise us otherwise. We will ask you to make any request to withdraw your consent in writing, however you are not obliged to do so.