

Headteacher: James Wiltshire
London
020 8444 8488



office@muswell-hill.haringey.sch.uk
www.muswellhillprimary.co.uk
Entrance: 26-28 Dukes Ave, N10

Dear Parents and Carers,

On Wednesday 11th December we will be shooting a video for the homepage of the school website. This will be to showcase the vision and ethos of our school to both existing and prospective parents. I am keen to make sure that the community is aware of our vision in action. The video will be shot and edited by David Betteridge, a parent at our school. David is a director, cinematographer and editor. We are extremely grateful to David for leading this project for the school without charge. I am also grateful to Simon Wantman who is accompanying David on the day. The filming coincides with the SPA event featuring Michael Rosen and Julie Dawn Cole; this will make for excellent viewing! Both the SPA and the school are grateful to both speakers for their time and support in this event. The event will be photographed by the local press.

In addition to this, The BBC has asked if they may film at our school's Breakfast Club one morning during the week commencing Monday 18th November.

The film is for training purposes and not for broadcast. It will appear on the school website and the BBC's College of Journalism website:

<http://www.bbc.co.uk/academy>

No children will be named by the BBC, but faces will be visible and a small number of children may be asked to participate in a simple Q and A about their school life. This video will be available on the school website.

We are delighted that the school was chosen for this as a result of having a vibrant and interesting website.

To include digital video images or photographs of the pupils on the website we require permission from Parents/Carers. If images or photographs of children are included on the website we will not attach a name to the photograph.

We use the following rules for any external use of digital images:

If the pupil is named, we avoid using their photograph/image

If their photograph/image is used, we avoid naming the pupil.

Below is a photograph 'opt out' slip. By signing this slip we will NOT include images or photographs of children to appear on the school website or allow the children to be filmed by the BBC on week commencing 18th November if they attend the Breakfast Club on the day of filming.

Kind Regards,

A handwritten signature in black ink, appearing to read 'James Wiltshire', is written over a white rectangular background.

James Wiltshire

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Digital Images and Photographic 'Opt-Out'

I would like to **opt my child out** of the filming for the school website. If your child attends Breakfast Club on the day of filming we will not allow the BBC to film your child if this slip is completed.

Please return this slip to the school office by Friday 15th November.

Child's name Year Class

Parent/Carer name Signature

Date

