

## Appendix A: Media Release Form

Our students' safety and wellbeing is a key priority for the Sudbury Catholic District School Board, and we all have a role to play in safeguarding children's privacy and identity. By working together, we can create awareness and use digital technologies wisely and safely. That is why we have created this consent form (back of page) for parents and students.

By signing this document, you consent to the disclosure of personal information through the publishing and/or displaying in various media, board/school publications and on the school/board website for the purpose of promotion.

### What does this mean?

Consent includes acknowledgement of the use of images and/or media in, (but not limited to) the following: Student's name (first and last), photograph, group and class photographs, essays, projects, awards, scholarships, prizes received, extracurricular participation, participation in a photo for the media promoting Catholic education or a school/Board event.

### Does this mean personal information such as our phone number and address may be given out?

**No.** Personal information including health information, emergency contacts, student assessments, etc., is protected by the Personal Health Information Protection Act (P.H.I.P.A.). In accordance with the Municipal Freedom of Information and Protection of Privacy Act (M.F.I.P.P.A.), the Sudbury Catholic District School Board is prohibited from releasing any personal information without the additional (prior) written consent of the involved party.

### Where will you use student work and images?

Each student is asked to return a signed consent form to the school (see back). A consent form that is checked 'Yes', signed and returned to the school provides your child with the opportunity to appear/participate (for example):

- in an online learning platform such as Google Classroom/ Google Meet/ MS Teams/ ZOOM where student work is posted, and synchronous lessons may be recorded.
- in a 'good news' story in the newspaper (i.e. school food drive);
- in a picture placed on the board website (i.e. track and field event);
- as a winner of a contest (i.e. winning essay may be sent to paper/website);
- in a posting of artwork or a project on a website or in a report.

We use student work and images to enhance our publications by showing our community how our Catholic schools excel, that our students make a difference, and how working together means we accomplish more.

### Photographs taken by family members at school

We recognize that parents, guardians or other family members wish to take photos of their child(ren) at school events; however, it is important to be aware that any pictures taken at school that include other students and staff cannot be shared in public (e.g., media) or posted on the Internet, including any social media (such as Facebook, Instagram, Twitter, Flickr, etc.) without the express written consent of the other students' parents or the staff member in the photo. Similarly, other students' and staff names cannot be shared publicly without prior consent.



# SUDBURY CATHOLIC DISTRICT SCHOOL BOARD

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Please check  one of the following:

Yes, I/we consent to the use and/or disclosure of this information for the purposes outlined in the Media Release Form provided.

Note: Under this section, the student's address and phone number would **not be given out**. A consent form that is checked 'Yes', signed and returned to the school provides your child with the opportunity to appear/participate in (but not limited to) the following: in the newspaper or online media site where students are to be photographed or videotaped for the purpose of producing articles, programs, advertisements or promotional material concerning the school or board; in a photograph taken to submit to the newspaper or to post on a school or board website; and when the school or board posts newsletters or student-produced written text in reports and/or on websites.

**OR**

No I/we do not consent to the use and/or disclosure of this information for the purposes outlined Media Release Form provided.

Note: It is important that you understand that if you choose to not provide signed consent (checking 'No' and returning the signed form), your child will not have the opportunity to appear/participate in (but not limited to) the following: in the newspaper or online media site where students are to be photographed or videotaped for the purpose of producing articles, programs, advertisements or promotional material concerning the school or board; in a photograph taken to submit to the newspaper or to post on a school or board website; and when the school or board posts newsletters or student-produced written text in reports and/or on websites.

Date: \_\_\_\_\_

Name of student: \_\_\_\_\_

Parent/Guardian Signature: \_\_\_\_\_

Student's Signature: \_\_\_\_\_

*(18 years or older)*

Pursuant to the Municipal Freedom of Information and Protection of Privacy Act (M.F.I.P.P.A.), Media Release Form provided by the Sudbury Catholic District School Board pertaining to the use of student(s)' personal information.