



# Communications Consent Form

The International School of Hamburg (ISH) requests your kind permission to use your child's/children's likenesses and some personal data in its communications.

In making your decision, please consider that ISH is a non-profit organization that receives only limited subsidies. Therefore it depends on *External* Communications (as defined below) to secure an influx of new students so that it can continue on its mission to educate responsible global citizens. Without your consent ISH can neither effectively promote itself, nor the achievements and vibrancy of its community to the outside world.

Likewise ISH depends on *Internal* Communications (as defined below) to effectively maintain and strengthen its community from the inside. Without your consent, staff members will find it harder to gain and share useful information about your child/children with you and other members of the school community. In addition, ISH will be severely limited in its options to highlight your child's/children's achievements. Not least, your child/children would have to be excluded from the ISH annual Yearbook – a treasured keepsake for most, if not all, current and former ISH students.

## Internal Communications

Internal communications means communications by ISH that are exclusively intended for members of its community (hereinafter referred to as "**Internal Communications**"). ISH cannot exclude that external persons such as visitors to the school premises may occasionally be exposed to Internal Communications.

The school community includes current staff, current students and their parents as well as current members of the Board of Directors (hereinafter referred to as "**Community**").

Examples of Internal Communications include:

- The annual yearbook;
- Digital displays, bulletin boards and posters on school premises;
- Community-wide accessible content on ISH's password-protected information systems, such as Veracross;
- Community newsletters; and
- Emails to Community members.

ISH would like to use the following information about your child/children for the duration of enrolment at ISH and the subsequent school year for Internal Communications purposes:

- Name;
- Grade;
- School year;
- Photos (individual and group); and
- Videos (individual and group).

## External Communications

External Communications means communications that are not limited to the Community (hereinafter referred to as "**External Communications**").

Examples of External Communications include:

- ISH's official website;
- ISH's official social media channels;
- Promotional brochures of ISH; and
- Advertisements of ISH



ISH would like to use the following information about your child/children for External Communications purposes:

- Photos (individual and group); and
- Videos (individual and group).

Please note that the students' names will not be mentioned in any of the publications. If we see the need to include a first name, we will always ask for the specific consent in that case. Unless you revoke your consent in accordance with the below, the use of photos/videos for External Communications is not limited in time.

### ISH's Use in Accordance With the Law

ISH will only use the photos/videos and personal data referred to above in accordance with the Federal Data Protection Act (*Bundesdatenschutzgesetz, "BDSG"*), the German Act on Copyrights in Arts (*Kunsturhebergesetz, "KURhG"*) and other applicable laws. When legally obliged, we comply with government requests for information, which may include student demographic information. ISH will exclusively use the information for the mentioned purposes and will not share such information with third parties, unless otherwise explicitly granted in existing or future agreements with ISH.

### Consent Options

Parent/Guardian Name: \_\_\_\_\_

#### Internal Communications

By checking the following box you, as a parent/guardian, agree that ISH may use your child's/children's personal data as well as photos and videos for **Internal Communications** purposes as described above. Additionally, you guarantee that you legitimately consent on behalf of any of your children who are 13 years of age and older.

Name of Student 1: \_\_\_\_\_ Yes ☐ No ☐

Name of Student 2: \_\_\_\_\_ Yes ☐ No ☐

Name of Student 3: \_\_\_\_\_ Yes ☐ No ☐

Name of Student 4: \_\_\_\_\_ Yes ☐ No ☐

Your consent is voluntary. You may revoke it at any time in writing with future effect.

#### External Communications

By checking the following box you, as a parent/guardian, agree that ISH may use your child's/children's photos and videos for **External Communications** purposes as described above. Additionally, you guarantee that you legitimately consent on behalf of any of your children who are 13 years of age and older.

Name of Student 1: \_\_\_\_\_ Yes ☐ No ☐

Name of Student 2: \_\_\_\_\_ Yes ☐ No ☐

Name of Student 3: \_\_\_\_\_ Yes ☐ No ☐

Name of Student 4: \_\_\_\_\_ Yes ☐ No ☐

Your consent is voluntary. Please note that under the KURhG you may only revoke it in writing with future effect for important reasons.

If you wish to revoke your consent(s) and/or have any questions regarding any of the contents above, please contact Julian Brandt, Marketing Manager, [jbrandt@ishamburg.org](mailto:jbrandt@ishamburg.org), Tel. +49-(0)40-8000 50 – Ext. 200.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date