learning academy partnership

10th June 2026

Dear parents and carers,

I hope you and your families are well.

At our school, the safety and wellbeing of every child is always our highest priority. We continually review our policies and practices to ensure they reflect current guidance and help us provide the safest possible environment for our pupils.

As part of a recent review, we have updated our approach to the use of children's images across our digital platforms, including our website and social media channels.

From now on, when sharing photographs of school life, we will increasingly use images that do not clearly identify individual children. This may include photographs taken from a distance, from behind, or from angles where faces are not fully visible.

These images will continue to showcase the wonderful learning, achievements and experiences that take place in our school every day.

We would like to reassure parents that this change is a precautionary measure. It reflects evolving guidance and our commitment to taking sensible, proportionate steps to safeguard children in an increasingly digital world.

Over the coming months, we will be:

• Updating our policies relating to the use of images and digital safeguarding.

• Updating consent and GDPR documentation for future use.

• Reviewing existing images across our websites and social media platforms and removing photographs where children are clearly identifiable, unless the image remains appropriate under our updated guidance.

• Incorporating this guidance into staff safeguarding training.

Importantly, this change does not mean we will stop celebrating school life. We know that parents value seeing the memorable moments that children enjoy throughout their time with us. We will continue to share these stories and successes, but in ways that better reflect current safeguarding considerations.

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FLOURISHING FUTURES

You may occasionally continue to see photographs of pupils in newspapers or other traditional media. These opportunities will be considered carefully on a case by case basis. Unlike school social media platforms and websites where numerous images can be rapidly shared, copied and repurposed, traditional media operates within a more controlled and accountable environment.

Any decision to provide photographs to the media will be made carefully, with children's safety and wellbeing remaining our foremost consideration, while also enabling us to celebrate pupils' achievements and share the wider work of the school community.

Our arrangements for school performances, sporting events and other occasions remain unchanged. We will continue to ask parents and visitors not to share images of other people's children on social media, helping us all to play a part in keeping children safe.

We appreciate that some families may have questions about these changes. As always, if you would like any further information, please contact the school office or myself.

Thank you for your continued support as we work together to provide a safe and positive environment for every child.

Best wishes,

Liam O'Sullivan

Head of Academy

All Saints March C of E Academy