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Headteacher
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Dear Parent/Carer

I am writing with a general reminder to all parents about the use of photographs which include children who attend our school and the recirculation of school-based images; I also wish to reiterate our expectations regarding these matters.

Photographs shared on platforms such as Class Dojo are not intended for public distribution. This is a secure domain which enables us to share a window into your child's classroom with you; we therefore request that you do not share these images beyond your immediate family. Photographs taken by the professional school photographer are also not to be shared unless they include only your child and have been purchased from the photographer directly. Sharing or copying these photographs without the appropriate permission may constitute a breach of copyright and could have legal implications.

As a school we have chosen not to use images of our pupils on social media. If a child's image might reasonably be shared on a public platform—for example by visitors to the school—we would always seek individual parental permission prior to any such photographs being taken.

We have been made aware of incidents in which parents have asked AI tools to remove watermarks from individual and class photographs taken in school; the resultant images have then been circulated in parent group chats to avoid the cost of purchasing the official photograph. Whilst we understand the financial pressures facing many families, this practice gives rise to several significant concerns. First, it is a breach of copyright: you do not have the appropriate permission to alter and share these photographs. Second, we have children in our school who are extremely vulnerable and whose photographs must not be shared for safeguarding reasons; such children may nevertheless appear in class photographs. By uploading images to AI services you risk placing those photographs into the public domain, which could present a threat to children's safety. I am sure you will be mindful of recent widely reported cases where children's images have been used inappropriately. Finally, the circulation of these images occurs without the consent of all individuals depicted, which is contrary to our expectations of parental conduct and respect for privacy.

Our whole-school community shares responsibility for keeping our children safe, and we are very grateful to the vast majority of parents who work with us to that end. However, the behaviour described above is unacceptable; if we are unable to minimise the risks to our children, we may be obliged to review the opportunities we currently provide—such as facilitating school photographs—which would be regrettable given how much many families value this provision.

Thank you in advance for your ongoing support.

'Equality, Active Learning, Community, Health & Happiness'



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