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Friday 16th October

Dear families,

You may have noticed there have been some recent changes to the way we share photographs of children on our website and in our newsletter. We wanted to share with you some small changes we are making to the way we share images as a federation.

As a caring and inclusive federated community, we believe every child deserves to feel safe, valued and celebrated. Whilst we love recognising and sharing children's achievements and successes, we are equally committed to protecting their privacy and keeping them safe.

We have a passion for STEM and are excited by the opportunities that advances in technology can bring. We recognise however, that as AI tools become more advanced, we also need to be mindful of how digital images can be shared, adapted or reused online. Protecting children's privacy and keeping them safe will always guide the decisions we make. For that reason, we are making the following changes:

- We will no longer share front facing images of children on our website, on our newsletter or in any other forms of communication
- For rare occasions which require a front facing photo, like a feature in the local newspaper, we will ask families for consent via Arbor before the photograph takes place
- We will instead share images which only show the back or side of children
- We will ensure that our policies reflect the most up to date national guidance
- We will continue to consider changes and updates to our policy and procedure as technology continues to advance into the future

At Balksbury, we know that keeping children safe is most effective when schools and families work together. We also recognise that every family will have their own views about how images of their child are used and shared, particularly as technology continues to evolve.

We are therefore asking all parents and carers to take a few moments to review the image permissions they have previously provided on Arbor. This will help ensure that your preferences remain up to date and that any decisions are made with a clear understanding of both the opportunities and the considerations that come with sharing images in today's digital world.

If you have any questions, or would like to discuss anything further, please do not hesitate to give us a call, or email either of our admin offices.

Thank you for your continued support,

The Balksbury Team