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"Chetwynd should be seen as an extension to the family"

Artsmark Gold Award Awarded by Arts Council England

PSQM Primary Science Quality Mark Valid 2023 - 2026

7th October 2026

Dear Parents and Carers,

We are writing to inform you of an important change to how we use photographs and images within our school communications.

As technology continues to develop, there is growing concern nationally about the potential misuse of images shared online. Recent guidance has highlighted the increasing risk that photographs, particularly those showing full facial images, could be copied from websites and social media platforms and used inappropriately through artificial intelligence (AI) and other digital technologies.

The safety and wellbeing of our pupils will always be our highest priority. Therefore, after careful consideration, we have decided that we will no longer publish photographs on our school website or Facebook page that clearly show the full faces of children or members of staff.

We recognise that families enjoy seeing and celebrating the many achievements, events and learning experiences that take place in school. We will continue to share news and highlights from school life wherever possible, but any photographs used will be carefully selected to protect the identities of children and staff. This may include images taken from behind, group shots where faces are not identifiable, photographs of activities, displays or work, or images where facial features are obscured.

We appreciate that this change may be disappointing for some families. However, we believe it is a sensible and responsible step in helping to safeguard our school community in an increasingly digital world.

Thank you for your understanding and continued support as we work together to keep our children safe.

Kind regards,

Miss Lawes

Headteacher