Dartford Bridge Community Primary School
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Update on how we share photographs and videos of pupils online

Dear Parents/Carers,

We are writing to inform you of a change to how Cygnus Academies Trust and its schools, use photographs and videos of pupils on our websites and other publicly accessible platforms eg. social medial platforms.

We have reviewed our approach in light of new safeguarding advice for schools and the rapid development of artificial intelligence (AI) tools. These developments mean that images of children published online can potentially be manipulated or misused in ways that were not previously possible.

While there is no specific incident that has prompted this review, we believe it is important to take a proactive and precautionary approach to safeguarding and act on the new guidance issued to schools.

As a result, identifiable photographs of pupils will no longer be published on our websites or social media. Instead, we will continue to share images of school life using approaches such as group scenes where individuals are not identifiable, images taken side on or from behind, or photographs focusing on learning activities rather than faces.

We want to reassure you that this change will not reduce our ability to celebrate pupils' achievements or the life of our schools. We will continue to share a rich and positive picture of school life but in a way that prioritises children's privacy and digital safety.

Photographs and videos on other secure school platforms (Arbour, Class Dojo, Microsoft Teams and Tapestry etc) will not be subject to these changes. As these platforms require usernames and passwords and are not accessible to the public, existing protocol for use of children's images will continue to be used instead.

Please also see the attached frequently asked questions which we hope is helpful.

Thank you for your continued support.

Yours sincerely,

Mrs. R. Anthony

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Headteacher

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‘Frequently asked questions’ (FAQ)

Why are you making this change?
We have reviewed how we use pupil photographs online due to increasing safeguarding concerns linked to artificial intelligence. AI tools now make it easier to manipulate images and we want to take a preventative approach to protecting children’s digital safety.

Is there a specific incident that has caused this decision?
No. We are following the new guidance issued to schools and taking a proactive safeguarding measure in response to emerging national concerns and technological developments.

Will we still see photos of school life?
Yes. Schools will continue to share images that reflect learning, events and achievements. However, these will not show identifiable faces of individual pupils on publicly accessible platforms.

Will my child still be photographed at school?
Yes. Photography will still be used for internal purposes, eg. learning records and platforms, in-school celebrations, communication sent directly to parents. The change relates to what is published publicly.

Can I still give consent for my child’s photo to be used online?
Even where consent is given, identifiable images will not be used on publicly accessible platforms such as websites and social media.

How will you celebrate pupils’ achievements without photos? Schools will use a range of methods including non-identifiable photography, written celebrations, artwork, displays and internal communications to families.

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