



# Whitchurch Church of England Primary School

## Subject: Important update: use of pupil images in school communications

Dear Parents and Carers,

We are writing to inform you of an important change to how we use photographs and videos of pupils in our school communications.





This follows updated safeguarding guidance from Hampshire County Council for schools, which highlights increasing risks around the use of identifiable images of children online. This primarily include the misuse of images through artificial intelligence where images of children are being taken from school media or websites before being edited in AI. The guidance also includes wider concerns around online safety, privacy, and the long-term sharing of images beyond a school's control. The changes we are proposing in this letter are the recommendations being given to all schools at this time.

Please be reassured that this change is being made as part of our ongoing commitment to safeguarding every child in our school community.

### What will be changing

From now on, we will **no longer use images where children can be clearly identified** (for example, full-face photographs) in any outward-facing electronic communication.

This means:

-  **Website and social media**
  - Images of children will either not be used, taken from a distance, or will not show faces.
  - We will begin removing existing photographs and archived newsletters that contain identifiable pupil images.
-  **Newsletters and publications**
  - The same approach will apply—no identifiable images of pupils going forward.
-  **School events (e.g. productions, nativities)**
  - Parents and carers will be asked **not to take photographs or videos during events** where other children may be visible.
  - You will be able to take photos of your own child **after the event has finished**, where appropriate.
-  **Online platforms (e.g. Google Classroom)**
  - We will no longer share identifiable pupil photographs.
  - We kindly ask parents not to upload images of children to shared class platforms where they are visible to the whole cohort.



### **Why we are making this change**

While photographs have always been a positive way to celebrate school life, updated guidance highlights that even innocent images can be misused online or combined with other information to identify and target children.

Once an image is shared online, it can be downloaded, copied, or altered, and may remain in circulation permanently.

Our responsibility is to reduce these risks as much as possible.

### **What we will continue to do**

We will still share and celebrate learning and achievements by:

- Using **anonymous images** (e.g. work, activities, over-the-shoulder photos)
- Sharing written updates about school life
- Displaying photographs **within school** where appropriate and safe to do so

### **Supporting children's understanding**

As part of this development, we will also be reviewing and strengthening our **PSHE and Computing curriculum**, to help children understand:

- how images can be shared and misused online
- how to stay safe with digital content
- how to treat others respectfully in digital spaces

### **Thank you**

We appreciate your understanding and support as we take these steps to prioritise the safety and wellbeing of all pupils. Before the beginning of the next academic year, we will also be re-sending our consent requests around images to reflect our new school approach.

If you have any questions, please do not hesitate to contact the school.

Yours sincerely,

**Mr D Ware**  
**Headteacher**  
**Whitchurch**