March 2026

Dear families

We are writing to let you know about a piece of work we are doing on how we use photos and videos of students. We want to ask for your thoughts and opinions on this topic.

Some examples of how we may use photos or videos include on signage, on our website and on social media.

You may have noticed that the use of AI is becoming more common in many areas of everyday life. We want to be open and respectful with how we use images, so we are taking some time to review our approach to photo and video permissions and to make sure that your voice is heard. We want to make sure you feel well-informed and comfortable when making a decision about us using your child's images in any of our campaigns.

We are proud to serve our community, and we want to make sure our students are represented so that students and families can feel proud of their academy.

Your views are important to us. There are two ways to have your voice heard.

Please share your thoughts by completing a short questionnaire, which will help guide our policy and next steps. Please find the questionnaire here: Photo and video permissions survey – Fill in form

We will put on an optional information evening for families who would like to speak more about this. At this event, we will get your feedback, take questions and listen to you. We will also explain our current approach and thinking. Please let us know on the survey whether you would be interested in attending this evening.

The consultation period will last until 17 April 2026. After this consultation period, we will ask all families to confirm their permissions based on the information shared and the conversations we've had. We also ask you to talk with your child about this, so they can be involved in any decision making.

In school, we take care to promote information to our students about being safe online. If you would like more information or opportunities to understand more about this yourself, please do let us know on the form.

Thank you for taking the time to be part of this conversation. We really value your trust and your perspective, and we look forward to hearing from you.

Laura Payton

Acting Principal

Dixons Music Primary