

Letters to families – photo consultation outcome

For schools that sent letters to families

Dear families

We wrote to you in March to ask for your thoughts on how we use and share images and videos of your children. Thank you to everyone who completed the survey. Your feedback has helped us make an important decision about the use of students' images in our marketing and communications – including our website, social media and print materials.

After reviewing your responses, we have decided to remove all identifiable images of our students from our marketing and communications. With advances in AI, images can now be altered easily. To keep all our students safe online, we believe this is the right step.

We will not take any new photos where students' faces can be identified, and we will begin removing existing images from our websites. This will take some time, and we will let you know when it is complete.

We are still reviewing our policy on images we share via family apps and we will update you on this as soon as possible.

If you have any questions, please contact Tahmina Jahan on tjahan@dixonsat.com.

Many thanks

For schools that did not send letters to families

Dear families

As a trust, we have been reviewing our policy on the use of students' images in our marketing and communications, including our website, social media and print materials.

With advances in AI, images can now be altered easily. To keep all our students safe online, we have decided to remove all identifiable images of students from our marketing and communications.

We will no longer take new photos where students' faces can be identified, and we will begin removing existing images from our websites. This process will take some time, and we will update you once it is complete.

We are still reviewing our policy on images we share via family apps and we will update you on this as soon as possible.

If you have any questions, please contact Tahmina Jahan on tjahan@dixonsat.com.