

Principal: Mrs J Lowry-Johnson BA (Hons)

September 2026

Dear Parent / Carer

Across Ormiston Chadwick Academy, we regularly use photographs and videos to celebrate learning, achievement and school life. We use them for promotional purposes on official school and Trust websites, social media, and in publications such as prospectuses.

We take safeguarding and data protection seriously. Images are used respectfully, stored securely, and pupils' full names are not published alongside images on public platforms.

We have updated our policy with fewer, clearer categories of use to make it easier for parents to make decisions and for schools to manage consent. The four categories are:

1. Photo and video used within the school.
2. Photo and video used on school/Trust websites.
3. Photo and video used in external media.
4. Photo and video use for promotional materials for the school/Trust.

You will be able to see examples of each category are on the consent form. You can give consent and review your preferences on the Arbor Parent App going forward, or use the paper consent form available on request.

On 5th October, Arbor Parent App will notify you to share your preferences. Please discuss your preferences with your child first, then log in to share them by 9th October.

After you have provided consent, you can update it at any time by contacting the School Office at admin@ocacademy.co.uk or 0151 424 5038.

If you would like to provide feedback on this process, please use the notes section on Arbor Parent App.
If you have any questions or would like further information about the policy, please contact the school office.

Yours sincerely,



Mrs. J Lowry-Johnson
Principal