



**Ormiston  
Sudbury  
Academy**

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Principal: Mrs S Morris, BSc Hons, ARCS, MBA

Our ref: SMO/NIN

Date: 29.09.26

Dear parent/carers and pupil,

Across Ormiston Sudbury 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 students' full names are not published alongside images on public platforms.

The Trust wide permissions policy has been updated with fewer, clearer categories of use to make it easier for parents/carers 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 on the consent form. You can give consent and review your preferences on Arbor going forward or use the paper consent form available on request.

### Action

On Monday 5<sup>th</sup> October, Arbor will notify you to share your preferences. Please discuss your preferences with your child first, then log in to share them by **Friday 9<sup>th</sup> October**.

After you have provided consent, you can update it at any time by contacting the School Office via [contact@ormistonsudbury.co.uk](mailto:contact@ormistonsudbury.co.uk).

### Feedback

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

Yours sincerely,

Mrs S Morris  
Principal



**Artsmark  
Alliance**  
Platinum Award

