



Dear Parents and Carers,

10/07/2026

You may recently have noticed that some of the photographs on our school websites have changed and no longer feature images of pupils from our schools. We wanted to explain why.

The safety and wellbeing of our pupils will always be our highest priority. As part of our ongoing commitment to safeguarding, ACT Academy Trust continually reviews its practices in response to emerging guidance and changes in the online environment.

During recent months, national safeguarding organisations, including the UK Safer Internet Centre, the UK Online Harms Early Warning Working Group, the National Crime Agency and the Internet Watch Foundation, have published advice highlighting the increasing risks associated with publicly available, identifiable photographs of children. Advances in Artificial Intelligence mean that images shared online can now be manipulated and misused in ways that were simply not possible only a short time ago.

Whilst there is currently no statutory requirement for schools to remove photographs of pupils from their websites, the latest national guidance recommends that schools carefully review how children's images are used online and, wherever possible, reduce the use of clearly identifiable photographs. Many schools and trusts across the country are now reviewing their websites and digital content in response to this guidance.

Having carefully considered this advice, ACT Academy Trust has taken the decision to replace many of the existing website photographs with alternative imagery while we review our longer term approach. This is a proactive safeguarding measure, based on national guidance and evolving best practice, and reflects our commitment to protecting children in an increasingly complex digital world.

This does not mean that our websites will never again feature photographs taken within our schools. As we develop our approach, we expect to use more images that celebrate school life whilst reducing the likelihood of individual pupils being identifiable, for example through wider photographs of activities, images taken from different angles, or photographs where faces are not clearly visible.

We appreciate that some parents may have been curious about the changes and hope this explanation provides reassurance. Our decision has been made solely in the interests of safeguarding and ensuring that we continue to respond responsibly as new risks emerge.

Thank you, as always, for your continued support.

Kind regards,

Rebecca Bliss
Director of Inclusion and Safeguarding
ACT Multi Academy Trust