

The Federations of Beckwithshaw, Kettlesing Felliscliffe and Ripley Endowed CE Primary Schools

10th September 2026

Dear Parents and Carers,

Protecting Children's Digital Identities and Updates to School Image Sharing

At RBK Federation, the safety and wellbeing of our children remain our highest priorities. As we begin the new academic year, we would like to update you on some changes to how we use and share photographs of children, following updates to the Department for Education's statutory safeguarding guidance, Keeping Children Safe in Education (KCSIE) 2026.

KCSIE 2026 places a stronger emphasis on the risks associated with digital technology, online exploitation and the rapid development of Artificial Intelligence (AI) and Deepfakes.

Safeguarding experts have highlighted growing concerns about the way publicly accessible photographs can be copied, manipulated and reused without permission. Advances in AI technology mean that even innocent photographs shared on social media or public websites can potentially be altered or used inappropriately by others.

While these risks remain relatively uncommon, at the Federation, we take a proactive approach to protecting children's digital identities and reducing unnecessary exposure online. As safeguarding professionals, we believe it is important that our practices continue to evolve alongside emerging technology in order to keep your children safe.

We remain committed to celebrating children's achievements and sharing the wonderful experiences that take place across our federation. We will continue to take photographs and videos of learning, enrichment activities and special events. However, we will be making some changes to how these images are shared.

Photographs from school events, visits and classroom activities will increasingly be shared through secure, password protected platforms such as Seesaw and Arbor and other password-protected systems available only to parents and staff, rather than through publicly accessible social media channels.

Where images are published on our social media platforms, we will carefully consider whether children can be easily identified. Images will focus on activities, groups, performances or learning experiences rather than close-up photographs of individual children. There will be no front, face photos or side profiles and images will be taken from behind or of children's work.

We will not publish a child's name or age alongside an image and will continue to adhere strictly to parental consent preferences and data protection requirements. Please do consider your permissions and if you would like any changes, please review and update on your Arbor account.

How can parents help?

We recognise how proud families are of their children's achievements and understand the desire to share special moments online. We kindly ask all parents and carers to support our safeguarding approach by:

- Avoiding the posting of photographs that include other people's children without permission.
- Not identifying children by full name, school or location when sharing images online.
- Considering the long-term digital footprint created when photographs are posted publicly.
- Respecting the privacy choices made by other families.

We are incredibly proud of our federation community and grateful for your continued partnership as we adapt our practices to keep children safe in an ever-changing digital world. By working together, we can continue to celebrate children's achievements while helping to protect their privacy, identity and wellbeing online.

If you have any questions regarding these updates, please do not hesitate to contact school.

Warmest Regards



Miss V Kirkman
Executive Headteacher