Ormiston NEW Academy

PRIDE – ENDEAVOUR – TOGETHER - EXCELLENCE

Marsh Lane, Wolverhampton, West Midlands, WV10 6SE

Principal: Mr Craig Cooling

01902 623 111

info@onewa.co.uk

Date: 3rd November 2026

Dear Parents/Carers and Pupils,

Across Ormiston NEW 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 can give consent and review your preferences on Parent Portal going forward, or use the paper consent form available on request.

Action
On Friday 6th November 2026, the Arbor Parent Portal will notify you to share your preferences. Please discuss your preferences with your child first, then log in to share them by Friday 13th November 2026.

After you have provided consent, you can update it at any time by contacting the Data Manager at sjukes@onewa.co.uk or 01902 623111

Feedback
If you would like to provide feedback on this process, please use the notes section on Parent Portal.

If you have any questions or would like further information about the policy, please contact me.

Yours sincerely,



Mr. C. Cooling
Principal