



**BY EMAIL**

**FAO: Trust Wide - All DNEAT Parents/Carers**

17 October 2023

Dear Parents/Carers,

**Mr Oliver Burwood**

**CEO, DNEAT**

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As a Trust we are always seeking ways to support parents to make informed choices about what happens with their children's data and identifying information.

As a result of this we are writing to all parents with updated information in relation to the use of press video and images. We have been made aware that some press organisations will re-use footage or images taken in schools, where children are identifiable visibly, in later stories that are not connected with the original story for which they are gathered.

This re-use could, potentially, feel uncomfortable to some parents/carers. To this end we have taken the following action: we will no longer invite organisations that re-sell footage to other news or media organisations to any of our school press opportunities.

This reduces, but does not remove, the likelihood of footage being re-used. We are, therefore, asking all parents to consider whether they are still comfortable giving permission for their child's image to be taken by/used in the press when it could still be re-used by a media organisation in a later piece, unrelated to the original story.

If you are still happy with the permissions for photography/video in relation to press that your child's school holds you do not need to take any further action.

If you wish to change permissions for your child, as a result of this update, please do contact the school office who will be able to update your child's permissions appropriately.

For any further queries please contact the Trust Data Protection Officer:

[governance@donesc.org](mailto:governance@donesc.org)

01603 550150

Yours sincerely,

**Oliver Burwood**

*Chief Executive Officer, DNEAT*

*Faith in Success*