



Weston Mill Community Primary Academy



Chief Executive Officer – Mrs A Nettleship

Head of School: Mrs Rachel Dinnis
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Weston Mill Community Primary Academy
Ferndale Road, Weston Mill, Plymouth, Devon
PL2 2EL

Friday 20th November 2020

Dear parents and carers,

At Weston Mill Community Primary Academy, we sometimes take digital images of pupils. We use these on the school's prospectus, on the school's website, social media channels (Twitter and Facebook) and on display boards around school.

We really value using images of pupils, to be able to showcase what pupils do both in school and across Discovery MAT, and to show what life at our school is like to others. This can include using photographs and video. We currently use these for the following purposes:

- School photographs
- School website
- Marketing purposes i.e the school prospectus, newsletters
- Internal displays, including after children have left the school
- Social media channels i.e. Discovery MAT Twitter and Facebook pages
- Documenting pupil learning and assessment i.e Tapestry
- Educational reports i.e Tapestry, annual school report photographs, residential, trips and sporting events
- Specific medical needs

If you are **NOT** happy for the school to use images of your child in any of the ways listed above, please notify the school. You can let us know by emailing westonmill.reception@discoverymat.co.uk or calling the school on 01752 365250.

If we do not hear from you by Monday 30th November, we will assume that you are happy for the school to make use of and take digital images for the purposes listed above.

Thank you for your support in this matter.

Mrs Alison Nettleship
Chief Executive Officer
Discovery Multi Academy Trust