ORMISTON SANDWELL COMMUNITY ACADEMY

Ofsted Good Provider

National Support School designated by National College for Teaching & Leadership

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Tuesday 3rd November 2026

Re: Updated Photo & Video Consent

Dear Parents, Carers and Pupils

At Ormiston Sandwell Community 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 will be able to see examples of each category on the consent form. You can give consent and review your preferences on the **Arbor Parent App** going forward or use a paper consent form which is available on request.

If you do not currently have the Arbor Parent App please see the instructions of how to download at the end of this letter.

Action

On 4th November, Arbor Parent App will notify you to share your preferences.
Please discuss your preferences with your child first, then log in to share them by 5th November.

After you have provided consent, you can update your preferences at any time by contacting the School Office at osca_info@ormistonsandwell.org.uk

Feedback

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

If you have any questions or would like further information about the policy, please contact the School Office on the email address above.

Kind Regards,

Mr P McKinniss
Principal

Instructions for the Arbor App

In order to sign up to the app, you will need to use the email address that the school hold on record for you (the email address to where you have received this message).

If you have never used Arbor App previously:

The App can be downloaded free of charge from the Google Play Store (Android devices), the Apple App Store (iPhone) or via the QR Code on the flyer which accompanies this letter.

Once the app is downloaded, please:

1. Open the Arbor Parent App
2. Enter the email address registered with us at school
3. Select 'Forgotten Password'
4. A password reset link will then be sent to your nominated email address

If you would like to update your email, then please follow the link below to notify us of the change. (You will be unable to register for the App until we have amended your email).

Arbor App Launch - Parent / Carer email address

If you are happy for us to continue to use the email address we currently have, there is no need to complete the form.

If you have used the Arbor App before, or currently use the Arbor App at other schools:

You will need to log into arbor via their website first at https://ormiston-sandwell-community-academy.uk.arbor.education and follow steps 2 to 4 as above.

Once your password has been changed, you will also need to delete and reinstall the Arbor Parent App in order for the changes to take effect.

Our aim in promoting the download of the Arbor Parent App is to strengthen communication between home and school, ensuring that you have timely, accessible information to support your child's success.

If you experience any issues in downloading the application, or have any queries, please don't hesitate to contact us via email at osca_info@ormistonsandwell.org.uk or via our Reception Team at 0121 552 5501, Option 7.

Kindest Regards

TEAM OSCA