

Tuesday 7<sup>th</sup> September 2021

Dear Parents and Carers,

**RE: Promotional Photography at St Mark's Academy on Thursday 9<sup>th</sup> September**

This Thursday 9<sup>th</sup> September, we will be having a professional photographer in the academy to capture some very important promotional images for our new academy prospectus, our website, displays around the academy and our Open Events this year. The use of digital media and technology is paramount to help us achieve our aims and goals effectively. As a school, this time of the year is crucial for recruiting a new cohort of students and families through Open Evenings and Open Days (this is an extremely important priority for us), and as it is important that we capture our Academy at its best.

On Thursday, photographs will be taken in lessons and all around the academy site during the school day. The photos that will be taken will only be used by the Academy for our promotional purposes.

This is an important day at the Academy as we want to showcase why St Mark's is such an inspirational and transformational learning community built on love, hope and trust. We therefore would really appreciate you reminding your child the importance of our high expectations:

- We want students to continue to behave in line with our values of love, hope and trust, in and outside of lessons.
- Students will be fully engaged and cooperative within all lessons and have the courage to take risks (ask and answer questions and make contributions) within the classroom.
- Students need to wear their full correct school uniform, looking extremely smart and presentable.

Thank you for your continued support. If you have any questions or queries, please do not hesitate to contact the school office.

Yours faithfully,

**Ms H Fahey**  
**Principal**

*P.S. When your child joined St Mark's, we already requested consent to use any media (photography or videography) for the sole purposes of our Academy promotion in line with GDPR. If you chose not to opt in, we have this information and will not include your child in any recording. However, if you have any queries, concerns or want to update your decision about opting in or out regarding Thursday's filming, please do not hesitate to contact the Academy via phone or email.*

Principal Hannah Fahey