

LARCHWOOD PRIMARY SCHOOL

Larchwood Gardens
Pilgrims Hatch
Brentwood
Essex CM15 9NG



T: 01277 372450
E: office@larchwood.essex.sch.uk
W: www.LarchwoodPrimary.co.uk

Headteacher: Mr.S.Bowsher

24 November 2025

Dear Parents/Carers

Further to our letter of 22 July 2025 (copy attached for ease of reference) in which we advised that, in line with guidance from the Information Commissioner's Office (ICO), Larchwood Primary School would be moving away from Consent in favour of Legitimate Interest with regards the use of digital images of pupils, we also advised that we would place reliance on permissions already held on file such that, if a parent/carer had refused consent to the use of digital images of their child in any media, the child's digital image would appear in no media. Only if consent across all media had been given would a child's digital image continue to be used.

Following our correspondence concerning the INSET day on 5 January 2026, you will be aware that the Trust is implementing a new Management Information System, BromCom, in the new year. BromCom will over-write all permissions previously relied upon regarding digital images. **All pupils will, as a result, be opted in to all digital image processing/publication unless you specifically choose to opt out.** Your request to opt out must be received by Larchwood Primary School before the end of the Autumn term on 19 December 2025. Failure to opt out before this date will signify agreement for your child's digital image to be used across all media.

To opt out of your child's digital image being used across all media, please email office@larchwood.essex.sch.uk or send a letter for the attention of Mr S Bowsher, Headteacher to the Larchwood Primary School's address before the close of business on 19 December 2025.

Mr S Bowsher
Headteacher

