

12 November 2025

Dear Parents/Carers

Important Notice: The Creation and Sharing of Fake or AI-Generated Images

We are writing to make you aware of a serious and growing concern regarding the use of artificial intelligence (AI) to create or share fake images of students, staff, or other members of the school community.

Recently, schools across the UK have seen an increase in incidents where AI tools are used to produce altered or fabricated images – sometimes referred to as “deepfakes”. These images can be made to look very realistic and are often shared on social media or through messaging apps.

We want to be absolutely clear: creating, editing, or sharing fake or AI-generated images of others without their consent is unacceptable and may be illegal. Such actions cause distress and harm, and we take these matters extremely seriously. Any student found to be involved in creating or distributing fake or harmful AI-generated content will face significant sanctions in line with our behaviour and safeguarding policies. Where appropriate, we will also involve the police.

We are therefore asking parents and carers to:

- Speak to your children about the risks and consequences of using AI or photo-editing tools inappropriately.
- Encourage them to think carefully before sharing images or videos of others, particularly without their knowledge or consent.
- Report any concerns immediately to the school or, please use our “Report Harmful Content” link on our homepage or the confidential reporting form which is also found at the bottom of our homepage on the school website.

Support and Guidance:

If you or your child has been affected by this issue, please contact your child’s relevant Head of Year or one of our Designated Safeguarding Leads at csoffice@campionschool.org.uk

Further advice on online safety can be found on the following websites:

CEOP Education ([CEOP Education](#))

NSPCC ([Keeping children safe online | NSPCC](#))

Childnet International (www.childnet.com)

We appreciate your continued support in helping us maintain a safe and respectful school environment for all.

Yours sincerely

Mrs Johnson

Assistant Principal

Principal: Mrs Kim Bradley-Smith

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