



Photography and Filming Children Policy

At New Beginnings Day Nursery, we wish to share and celebrate our children's achievements, including images of activities, experiences and opportunities they enjoy. Photographs and videos help us document children's learning, communicate with families and, where appropriate, promote our setting through our website, social media channels and other publications.

This policy should be read in conjunction with the Access, storage and retention of records policy, Critical incident policy, General data protection regulation (GDPR) privacy notice, Mobile phone and electronic device use policy, Online safety policy, Safeguarding children and child protection policy, Social networking policy and Supervision of visitors policy.

The safety and wellbeing of every child is our highest priority. This policy explains how we take, use, store and share images of children safely, lawfully and respectfully.

The purpose of this policy is to:

- Protect babies and children, specifically those where photographs and videos may be taken
- Set out the overarching principles that guide our approach to photographs/videos being taken of babies and children
- Ensure that we operate in line with our values and within the law when creating, using and sharing images of babies and children.

We have a responsibility to promote the welfare of all babies and children through taking, sharing and using images of children safely so that they do not inadvertently experience abuse through:

- Images being misused out of context or modified using AI, for example to create child abuse images
- A child being identified for the purpose of future grooming and abuse
- A vulnerable child being identified by an existing perpetrator of abuse
- A child or family being located or targeted, such as for identity theft or impersonation.

We recognise that:

- Sharing photographs and films of our activities can help us celebrate the successes and achievements of our children, provide a record of our activities and raise awareness of our organisation
- There are potential risks associated with sharing images of children online and the welfare of the children attending our setting is paramount

- Children and their parents have a right to decide whether their images are taken and how these may be used, regardless of age, disability, gender reassignment, race, religion or belief, sex or sexual orientation
- Consent to take images of children is only meaningful when children and their parents understand how the images will be used and stored and are fully aware of the potential risks associated with the use and distribution of these images.

We will seek to keep our babies and children safe by:

- Asking parents to sign a permission form, supplying written consent to use children's images, such as for learning journeys
- Clearly explaining how images will be used, stored and shared, including informing parents that once an image has been published online, it may not be possible to remove it if consent is later withdrawn
- Not naming the children whose images are being used in our published material
- Never publishing personal information about individual children and disguising any identifying information (for example, our setting name, uniform or logo)
- Reducing the risk of images being copied and used inappropriately by:
 - Only using images of children in appropriate clothing, including no nursery branded clothing
 - Avoiding full face and body shots of children; where close-ups are used, we aim to use images that capture children side on
 - Using images that capture an activity from a distance, or exclude the child's face by capturing images of their engagement in the activity, e.g. just their hands
 - Using images that positively reflect children's involvement in the activity, experience or event and avoid images that may be prone to misinterpretation or misuse
 - Where children/s faces are visible we will reduce the resolution of images to limit the potential for them to be repurposed
 - Regularly reviewing the photo and video content on our website and social media platforms to assess if they meet the guidelines; where necessary, replace images of children with more generic visuals or illustrations
- Following our reporting procedures if we become aware of the abuse or misuse of images of our children.

Photography and/or filming for personal use:

- We do not allow parents to take any pictures or videos while in the nursery. Parent/carers can take pictures and videos during special occasions providing we have permission from all families who will be attending the event.

- We will share guidance about image sharing before the start of an event where parents or spectators are taking photographs or filming at our events and the images are for personal use, such as festive celebrations or graduation ceremonies
- We will stipulate that photos taken during the event are not to be shared on social media
- If parents share photographs or images of their own children from the event, remind parents that there should be no clear identifying information (such as uniform or logo) and no other child must be present (unless permission from other parents is gained prior to sharing photographs and videos that include their child)
- Reminding parents to check the privacy settings of their social media account to understand who else will be able to view any images they share
- Reminding parents to talk to the manager if they have any concerns about images being shared.

Photography and/or filming for setting use:

- Staff must only take images or videos using the setting's own devices, as per the Mobile phone and electronic device use policy
- If we hire a photographer for an event, we will seek to keep our children safe by:
 - Providing the photographer with a clear brief about appropriate content and behaviour
 - Ensuring the photographer has a written agreement with the setting covering copyright, permitted use, secure transfer and deletion of images once received by the setting
 - Ensuring the photographer has a relevant DBS check
 - Ensuring the photographer wears identification at all times
 - Informing children and their parents that a photographer will be at the event and ensuring they give written consent to images which feature their child being taken and shared
 - If a parent does not consent to photographs/videos being taken, we will respect their wishes and make arrangements which will be agreed in advance with the photographer so they are aware not to take images of the child, ensuring that this is done in a way that does not single out the child or make them feel isolated. We will never exclude a child from an activity because we don't have consent to take their image
 - Ensuring the photographer does not have unsupervised access to children
 - Reporting concerns regarding inappropriate or intrusive photography following our child protection procedures.

We will store photographs and videos of children securely, in accordance with our safeguarding policy and data protection law.



This policy was adopted on	Signed on behalf of the nursery	Date for review
<i>1st August 2026</i>	Joanna Wilkinson	<i>1st August 2027</i>