



# Photographic Images Policy

**Reviewed: June 2025**

**To be reviewed: June 2026**

## **Introduction**

This policy deals with the appropriate use of images of children at Nursery. It covers still, video and electronic photographic images, wherever they are used. The word "images" is used to cover all of these.

- The intention of the nursery is to protect children, comply with the law whilst ensuring children, parents, and staff are able to take and use images for learning and pleasure.
- If the nursery needs to take photographs for its own official business the nursery will ask permission to take these pictures and explain its purpose in doing so.
- The nursery will not take or use images of pupils without the written consent of a parent.
- All new children will be given a copy of the policy and a consent form.

## **Who Takes images and Why?**

Images of children may be taken and used by staff at the nursery for many purposes, such as:

- Assessment evidence
- Concerts & other performances.
- Sports Days
- Displays in the nursery of children's work.
- Publications, such as nursery prospectus.
- The nursery website.
- For staff training & professional development activities.

Parents may take photos and video footage of nursery concerts or performances if approval is given from the nursery and other participating families. These images must not be shared on social media.

However, we would ask that they remain sensitive to issues that surround the taking and use of images, especially those concerns that involve child protection.

## **The Media**

On occasion images may be taken and used by the nursery, or provided to the media including newspapers & television.

### **Where consent is given**

- The full name of the child will not be used alongside the image.
- The nursery will not use the image out of context.
- Not use the image to illustrate sensitive or negative issues.
- Images used will be of children appropriately dressed.
- Not use any personal details of child / children in the images.
- Not provide images to the media without parental consent.
- Personal devices (e.g., mobile phones) of staff should not be used for taking or storing images of children.
- The nursery will comply with the Data Protection Act.

### **Where consent is not given**

When consent is not given the Executive Leader will ensure all staff are informed. The nursery will maintain an up to date list.

The child /children concerned will not be included in any still, video or electronic photographic images individually or as part of a group.

### **Communication with Parents.**

Parents will be informed in writing that they can withdraw their consent at any time.

They can object in writing to the use of an existing image of their child. This image will not be used any further. Newspapers usually prefer to use full name