

TinyTots Nursery Photo and Image Policy

Policy Title: Photography and Image Use Policy

Setting: TinyTots Nursery

Manager: Gina Kalis

Deputy Manager: Zara Domachowski (acting in the Manager's absence)

Review Date: Annually or sooner if legislation or guidance changes.

Purpose

TinyTots Nursery recognises the importance of photographs and digital images in recording children's learning and development while ensuring their safety, privacy, and wellbeing. This policy sets out how photographs and videos are taken, stored, used, and shared in accordance with the Early Years Foundation Stage (EYFS), Ofsted expectations, the Department for Education (DfE), UK GDPR, and the Data Protection Act 2018.

Responsibilities

The Nursery Manager, Gina Kalis, has overall responsibility for ensuring this policy is implemented and monitored.

In the Manager's absence, the Deputy Manager, Zara Domachowski, assumes full responsibility for implementing and overseeing this policy.

All staff, students, volunteers, and visitors are required to comply with this policy.

Consent

Written parental consent will be obtained before photographs or videos of a child are taken.

Parents will specify the purposes for which images may be used, including:

Learning Journeys and observations

Internal displays

Parent communication platforms

Promotional materials, website, or social media

Parents may withdraw consent at any time in writing.

Children's wishes and comfort will always be respected. No child will be forced to participate in photographs.

Appropriate Use of Images

Photographs may be used to:

Record children's learning and development.

Support EYFS assessments.

Celebrate achievements.

Share learning with parents.

Promote the nursery only where specific consent has been provided.

Images will always:

Respect children's dignity.

Show children appropriately dressed.

Never be taken during intimate care routines or when children are distressed.

Avoid identifying children by full name alongside photographs in public materials.

Staff Devices

Staff, students, volunteers, and visitors must not use personal mobile phones, tablets, smart watches, or cameras to photograph or record children.

Only nursery-owned devices authorised by management may be used.

All nursery devices will:

Be password protected.

Be securely stored.

Be regularly updated.

Have restricted access.

Storage and Security

Photographs will be:

Stored securely on password-protected nursery systems or approved encrypted software.

Accessible only to authorised staff.

Deleted securely when no longer required in accordance with the nursery's retention schedule.

Protected against unauthorised access, loss, or misuse.

Parent Photography

Parents may take photographs during organised nursery events only where permission has been granted.

Parents must:

Respect the privacy of other children.

Not publish photographs containing other children on social media without explicit permission from those children's parents.

Follow any additional guidance provided by the nursery during events.

The nursery reserves the right to restrict photography where safeguarding concerns exist.

Social Media

Photographs of children will only appear on the nursery's website or social media platforms where separate written parental consent has been obtained.

Images used online will:

Avoid identifying children by full name.

Be carefully selected to protect children's dignity.

Never disclose sensitive personal information or location details.

Visitors and Professionals

Visitors, photographers, inspectors, and external professionals may only take photographs with prior approval from the Nursery Manager or, in her absence, the Deputy Manager.

They must comply with this policy and any safeguarding procedures.

Safeguarding

Any concerns regarding inappropriate photography, filming, image sharing, or misuse of photographs will be treated as a safeguarding concern.

The Designated Safeguarding Lead (DSL) Zara Domachowski will follow the nursery's safeguarding procedures and, where appropriate, notify relevant authorities.

Data Protection

TinyTots Nursery processes photographs in accordance with:

UK General Data Protection Regulation (UK GDPR)

Data Protection Act 2018

EYFS Statutory Framework

Information Commissioner's Office (ICO) guidance

Parents have the right to:

Request access to photographs of their child.

Request correction or deletion where appropriate.

Withdraw consent for future use.

Monitoring

This policy will be monitored by the Nursery Manager, Gina Kalis, or, in her absence, the Deputy Manager, Zara Domachowski.

Staff will receive regular training on safeguarding, confidentiality, and the safe use of images.

Related Policies

This policy should be read alongside:

Safeguarding and Child Protection Policy

Mobile Phone Policy

Data Protection Policy

Confidentiality Policy

Online Safety Policy

Acceptable Use of Technology Policy

Policy Approval

Manager: Gina Kalis

Deputy Manager: Zara Domachowski

Review Frequency: Annually