

	Policy
	Policy Category: Health and Safety
	Date: 17 February 2025
	Policy Name: Child Images Policy

The purpose of this operational policy is to keep children safe by establishing some clear rules around how and when images and other information relating to children at our centre may be published. "Published" means on the Internet (whether on this centre's website or elsewhere), or in print material.

Position Statement

Our Centre provides a safe environment for children. We achieve this by ensuring all practicable steps are taken to prevent the unapproved or inappropriate use of images and information relating to the children in our care.

Issue Outline

With the advancement of technology has emerged the misuse of images and other information relating to children. While our centre embraces the use of technology as a teaching aid and to help our parents be more engaged in their child's education and care, we must be clear and vigilant that images and information we gather is used appropriately and (where necessary) securely.

Detail

The following are the good practices you can expect from our centre in respect of the publication of images or other information relating to children:

- Our centre uses Storypark which is a closed group for families in our centre. Our enrolment form asks for parent/caregiver consent to use photos and videos of the children.
- This policy will be clearly displayed for all to see and covers the publishing of images of children, including what is considered appropriate behaviour when obtaining photographs using a camera, mobile phone or video.
- We will obtain permission from the parent or guardian and clearly outline the purpose of using an image we want to use; how it is going to be used; and for how long. If the image is going to be taken in a venue away from the centre, we will make sure the parents/caregivers agree. The use of such images is entirely the choice of the parent/caregiver.
- We will inform parents/caregivers if the centre wants to film children or the group for analysis purposes and to improve performances at our centre.
- We will make sure professional photographers are aware that any images taken will remain the property of our centre and cannot be used or sold for other purposes.
- We will not allow photographers to be unsupervised or with individual access to children.
- We believe there should be no identifying personal information accompanying photographs, such as the child's name, address or telephone number. We believe group photographs reduce the risk of identifying individual children.
- We will only use images of children that are relevant to the centre's activities and services, such as children participating in a learning activity or at play. Particular care will be taken when

using images of children for the centre's activities that involve minimal clothing, such as swimming or gymnastics.

- Parents/caregivers will decide who will have access to view any images of the children posted to our website. We recognise most websites are public places that any person can access; however, parents/caregivers have the choice to limit the use of images to areas of our website that can only be accessed by other parents in a more secure setting.

Relevant Background (including legislation/regulation references)

Education (Early Childhood Services) Regulations 2008

Ministry of Education Licensing Criteria for Education and Care Services

Vulnerable Children's Act 2014

Impacts of Policy on Staff, Parents, Children

Following this policy will ensure that children attending our centre are kept safe; and that parents and appropriate authorities are kept informed and have the opportunity to consent to the appropriate use of images and information relating to their child.

Alignment with the Centre Philosophy

This policy ensures a policy is in place that supports a safe environment, a crucial part of creating and maintaining the well-being of children in our care.

Implications and/or Risks

Following this policy significantly enhances the opportunity for this centre to comply with legislative and licensing obligations, gaining trust with parents because of the extra care and attention we pay to the care and welfare of their children.

Review

Review annually or when there is a significant change in the area of the policy topic.

Authorised:	
Date:	
Review Date:	
Consultation Undertaken:	Emailed Board, Teachers via staff room notice board and parents via foyer notice board and storypark.