

# Photography and Video Policy

**Aim:**

Every child in our care deserves to be protected from the misuse of photographic and video images of themselves, taken whilst they attend CreakKids Centres.

**Purpose:**

It is our policy to use photographs taken in the centre to support the children's learning and also to record children's individual progress. Photographs taken in the centre are part of a normal day and are taken using a tablet owned by the centre and are only taken by members of the staff team. At no time are staff permitted to bring in a camera from home, nor use their mobile phones in the CreakKids classrooms.

Additional photographs or images may be taken of children as part of the work of CreakKids Centres and may be taken by an outside photographer commissioned by CreakKids. This consent is signed by the parents during their child's enrollment on the registration form. Should a parent prefer their child not to take part, then any images taken will be deleted. Individual children will not be included if written permission is not given by the child's family.

In the case of outside agencies/ partners taking photographs for their marketing purposes, CreakKids will seek written, parental permission from families that they agree for their child to be included. The parents will be sent a different consent form, that will highlight the name of the company e.g. Dental center.



CreakKids has introduced the use of Educore, which will also enable parents to view their children's photographs.

We would like to highlight a few guidelines, the usage of Educore photographs and videos are taken to:

- ♥ support the learning of each child's individual record
- ♥ illustrate work on display around the CreakKids building.

**Parent's use of cameras/videos in ELC/Nursery:**

Parents/carers will be invited to attend their child's group events in an approach to becoming an inclusive and holistic program. The parents are welcome to take photographs and videos at events, birthdays and other celebrations on the understanding that they will not publish any material on the internet as CreakKids has no control over these images once they are in the public domain.

If the parent chooses to take photographs or videos then the following guidelines need to be followed:

- ♥ Whenever possible, photos taken by parents will be taken so that individual children are difficult to identify. The photo will be taken from a distance or from behind.

We will ask all our parents to be mindful and are obligated not to publish any child's photograph other than their own in any public form. CreakKids will not be held responsible if a parent has chosen to post photographs without the written consent of the other children's parents or without CreakKids written approval.

For parents who allow their children's photo on social media, please confirm below if:

- I agree that if my child leaves the setting, the nursery/ELC can still use my child's photo for marketing/advertising purposes.
- I do not agree to use my child's photo for marketing/advertising purposes after he leaves the nursery/ELC.

This policy ties in and is in accordance with CreakKids Child Protection Policy.

Child Name:		
Parent Name:	Parent Signature:	Date: