



Use of Images Policy

Introduction

Houghton and Wyton Pre-school recognises that images of children can support learning, celebration, and communication with families. However, the use of photographs and video must always respect children's rights, safety, and privacy. This policy sets out how the use of images is managed lawfully and safely, in line with the **UK GDPR, Data Protection Act 2018**, and **EYFS 2023**.

Aim

To ensure that all images of children taken, stored, or shared by the setting are used safely, appropriately, and with clear consent.

Objectives

We will:

- Use images in a way that promotes children's learning and the life of the setting
- Obtain and record parental consent before taking or using any child's image
- Securely store images and delete them safely when no longer needed
- Prevent unauthorised or unsafe photography or video in the setting

Roles and Responsibilities

- **Online Safety Lead:** Ensures image use complies with data protection law and oversees staff training
- **All Staff:** Follow consent rules, use only setting devices, and store/delete images securely
- **Parents and Visitors:** Are expected to follow image-use agreements when on site

Implementation Procedures

1. Obtaining Consent

- Written parental consent is obtained on registration (see **Appendix A: Image Consent Form**)
- Parents specify whether images may be used for:
 - Learning journals or displays
 - Newsletters or promotional materials
 - Setting-managed social media (if applicable)
- Consent may be withdrawn at any time; the setting will respond promptly
- For children in care (Looked After Children), the Virtual School must be consulted

2. Taking and Storing Images

- Only setting-owned devices may be used to take photos or video
- All images are:
 - Stored on secure, password-protected systems (e.g. Family, shared server)
 - Not stored on personal phones or emailed outside the setting
 - Deleted when no longer needed or when a child leaves the setting
- Staff must not:
 - Take images home
 - Post images of children on personal accounts

3. Images Taken by Parents or Visitors

- Parents are asked not to take photographs on site, except during organised events
- During events:
 - Staff will clearly explain if photos are allowed
 - Parents will be reminded that images are for personal use only
 - If other children are in a photo, parents must not share it on social media
- Parents are required to sign **Appendix B: Personal Use Declaration** when appropriate



4. Images by External Agencies (e.g. Press)

- The setting will:
 - Inform parents before any external photography takes place
 - Seek additional consent if images may be used in the media
 - Ensure children's names are never published alongside images
 - Collect the name and details of the person taking photographs onsite as a visitor and they will be escorted at all times, as well as being given a clear brief about appropriate content
 - Report any concerns as necessary

5. Children's Rights and Safety

- The dignity and well-being of the child are always the priority
- Children are not photographed if they are distressed or in vulnerable contexts (e.g. changing clothes)
- Staff model respectful use of images and explain what they are doing when taking photos
- The setting will never exclude a child from an activity if consent is not given

Monitoring and Review

This policy is reviewed annually by the Online Safety Lead and Board of Trustees or sooner if legislation or guidance changes. Image consent forms are reviewed regularly and updated if families' preferences change.

Legislation and Guidance

- UK GDPR and Data Protection Act 2018
- Statutory Framework for the EYFS (2023) – Section 3.4
- Working Together to Safeguard Children (2018)
- Cambridgeshire County Council: Safeguarding Children and Images Guidance

Acknowledgment

All staff, parents, visitors, and external professionals must understand and follow this policy. By doing so, they help to safeguard children's rights and privacy.

Appendices:

- **Appendix A:** Image Consent Form
- **Appendix B:** Personal Use of Images Declaration