

	Policy Category: Health & Safety
	Policy Name: Child Images Policy

Purpose

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 Facebook page or other social media), or in print material. This policy also aligns with the Ministry of Education’s ECE Licensing Criterion **HS31**.

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:

- Parents’ permission with regard to photographing or videoing your child(ren) as part of our centre’s teaching and learning practice is part of the enrolment agreement. Photos and/or videos may form part of Learning Stories and assessments carried out by the Centre’s teachers.
- All staff members are aware of this policy and that parental permission to take photos / images / videos is essential.
- Photographs and recordings may be taken but must not be stored on personal computers, laptops, memory sticks, memory cards or cell phones.

- Photos / videos taken within the centre or on excursions for the purpose of recording children's learning are for Centre use only. It is not permitted to use these or disseminate these outside the Centre, for example on teachers' social media.
- Photographs or recordings of children and young people must be kept secure and not shared unless for the purpose the image was taken in accordance with the signed parental consent form.
- Breaches related to the storage and sharing of images and recordings must be reported to the centre manager.
- Professional photography is sometimes offered to parents, where parents purchase photos taken of their children on centre premises. The photographer will be informed of children that are not permitted to be photographed. 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. Any negatives must also be destroyed or handed over to the centre.
- We will not allow photographers to be unsupervised or with individual access to children.
- Photos of children will only be published on the Centre's website upon receiving written permission from parents. There will 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.
- Children have the right to refuse being photographed or videoed. Prior to capturing the image or recording, teachers obtain verbal consent from the child to ensure they are happy to proceed, even if parental consent was obtained.
- We will not display information about children's hobbies, likes or dislikes, where they live, etc. because this can be used as grooming tools for paedophiles or other persons.
- Parents and guardians 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 and guardians 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

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 by licensed service:	Greendale Kids Preschool Greendale Kids Nursery
Date:	24 April 2025
Review Date:	January 2026
Parents informed:	April 2025