

Pioneer Childcare

Photography, Filming and Camera Use Policy

This policy statement sets out Pioneer Childcare's position on the appropriate use of visual images of children and provides guidance for staff as to how such images may be captured, stored, and utilised. The policy covers still, video, and electronic images and should be read in conjunction with Pioneer Childcare's **Data Protection Policy**. All staff are expected to follow this policy so that images of children are protected, and children remain safe from possible abuse or harm.

It is not illegal to take photographs or images of children or young people, but such images are classed as personal data under the Data Protection Act 2001. As such, they must be recorded and stored in a secure folder or file. Similarly, it is not illegal to take photographs of children without parental consent although it is good practice to obtain such consent in order to demonstrate compliance with Human Rights legislation. (Article 8.1 of the Human Rights Act 1998 sets out the right to respect for private and family life, the home and correspondence).

It is Pioneer Childcare's policy that any visual image of children in its care shall only be captured, stored, and utilised within the guidance set out below and in a manner which:

- Promotes children's safety and welfare, and respect for others.
- Ensures a sensible balance between privacy, creative self-expression, and routine collation of information.
- Complies with the law and good practice without resort to unnecessarily bureaucratic procedures.
- Supports a valid and purposeful reason for using any form of photography or video.

Parents/carers, visitors and staff must be aware of the contents of our **Safeguarding Children Policy** and **Use of Mobile Phones and Electronic Devices Policy**.

Before taking a photograph or image, consent must be obtained from the parent/carer. We may use photographs to record a child's time at club, particularly Reception children, as photos can be used to contribute to their 'All About Me' record. Photos can also be used to show parents/carers the activities their child has taken part in during their time at club. Where an activity involves using a child's hands or feet to enhance their enjoyment or complete an activity, we will always take steps to ensure the child cannot be identified through these images if we use them for display or promotional purposes.

We may wish to use photographs or images for promotional purposes. In this case, we will expressly seek the permission of the parent/carer before the photos are taken, detailing exactly how and for what reason the images will be used. Once we have permission from the parent/carer for such purposes, we will not seek approval from the parent/carer as to which photographs or images we use for our promotional purposes. Any means of identifying a child will be removed before a photograph or image is used for promotional purposes.

From time to time, we may seek the help of a professional photographer. In this case, all parents/carers will be notified of the time that the photographer will be onsite. The photographer will not be left unsupervised with the children at any time and will be expected to follow our **Visitors Policy** during their time at club.

Parents/carers are directed to our Terms and Conditions for Camps and Clubs (on our website) in which we state: "Please inform us if you object to your child being photographed for promotional purposes".

To ensure that photographs, films, and images of children are not misused, Pioneer Childcare will ensure the following:

- Staff are aware that photographs of children should not be taken or shared for their own personal use – this will be considered gross misconduct.
- Photographs cannot be taken without a valid reason and should be for work purposes only. They should not be stored on personal phones or devices.
- Photographs are only taken using company-issued cameras, phones, tablets, or devices, with the exception of specific, approved use by a professional photographer.
- Club Managers will check any photographs taken by staff, and those that are not usable will be deleted immediately.

- Club Managers will ensure their records are kept up to date with details relating to permission to take photographs. If in doubt, they will always check before allowing photographs to be taken.
- Staff are aware of our policy on the use of their mobile phone and how to protect themselves from allegations by adhering to this policy.
- Where a parent/carer has given permission for their child's photo to be taken, staff will always take into account the wishes of the child and will refrain from taking photos if it is the child's wish.
- Any photographs or images taken will only be uploaded or shared using company-issued devices, via accounts related to Pioneer Childcare (such as email addresses) or through our company databases.
- Photographs (such as for the purposes of 'All About Me' records) should only be printed using company printers, with the exception of those taken by a professional photographer. In this case, Pioneer Childcare will ensure photographs are printed in line with procedures to ensure the photographs are not misused. Managers are the only persons authorised to print photographs.
- We will delete photographs from company devices every six months, or when they are no longer needed.

Related policies: Safeguarding Children and Use of Mobile Phones and Electronic Devices

This policy was adopted by: Pioneer Childcare Ltd	Date: 25 th January 2025
To be reviewed: 24 th January 2026	Signed: <i>J. Wilkins</i>

Written in accordance with the EYFS welfare requirements: *Safeguarding and promoting children's welfare.*