

Photography, Filming and Images Policy

Statement of Intent

At The Orchard Day Nursery Kingston we recognise that photographs and videos play an important role in celebrating children's achievements, documenting learning and development, supporting assessment and strengthening partnerships with families. However, we also recognise that images of children are personal data and must be managed safely, lawfully and respectfully.

The safety, dignity and wellbeing of every child is our highest priority. We are committed to ensuring that all photographs, videos and recordings are taken, stored, used and shared in accordance with safeguarding legislation, the Early Years Foundation Stage (EYFS), UK GDPR and Data Protection legislation.

We promote a culture where children's safety always comes before documentation. Staff are expected to prioritise meaningful interactions, supervision and children's experiences over taking photographs. Images should only ever enhance children's learning and should never replace skilled observation or quality interactions.

This policy should be read alongside our Safeguarding and Child Protection Policy, Mobile Phones and Smart Devices Policy, Online Safety Policy, Data Protection Policy, Social Media Policy, Acceptable Use of Technology Policy and Whistleblowing Policy.

Purpose of Photography

Photographs and videos may be used to:

- record children's learning, development and progress
- contribute to children's learning journeys
- celebrate achievements
- support transition records
- display children's learning within the nursery
- share children's experiences securely with parents
- promote the nursery where specific parental consent has been obtained.

Practitioners should always consider whether taking a photograph is necessary. Many learning experiences can be evidenced through written observations, children's voice, examples of work or professional discussions. Staff should avoid taking excessive numbers of photographs and instead focus on capturing meaningful learning experiences.

Parental Consent

Before a child starts at the nursery, parents will complete a Photography and Filming Consent Form.

Separate consent will be sought for:

- Learning Journeys
- Nursery displays
- Secure parent communication platforms
- Promotional materials
- Nursery website
- Social media
- Local media
- Training purposes where appropriate.

Parents may amend or withdraw consent at any time. Consent records will be reviewed regularly and whenever family circumstances change.

Where consent has not been provided, staff will ensure the child does not appear in photographs or videos used beyond their individual records.

Professional Conduct

Only nursery-owned devices may be used to photograph or film children.

Under no circumstances may staff use personal:

- mobile phones
- Apple Watches
- smart watches
- smart glasses
- personal tablets
- cameras
- laptops or wearable technology capable of taking, storing or transmitting images.

Staff must never photograph children using personal equipment, even with parental permission.

All practitioners are expected to behave professionally when taking photographs and ensure that:

- children remain appropriately supervised at all times
- photographs have a clear educational purpose
- children's dignity and privacy are respected
- photographs are uploaded securely as soon as possible
- images are deleted from the device once successfully transferred in accordance with nursery procedures.

Where practicable, another member of staff should be aware that photographs are being taken, particularly during individual observations or outings.

Group Photographs

We recognise that group photographs can provide valuable evidence of children's collaborative learning, friendships, celebrations and shared experiences.

Group photographs may be taken where they support children's learning or the life of the nursery, provided that all children included have the appropriate parental consent.

Where a group photograph is used within an individual child's learning journey, the observation should focus on that child's learning rather than the group as a whole.

Practitioners will ensure that:

- the photograph has a genuine educational purpose
- all identifiable children have the appropriate consent
- children's dignity is maintained
- images are used respectfully
- confidentiality is maintained at all times.

If a child does not have photographic consent, practitioners will consider alternative methods such as repositioning children, cropping images where appropriate or using a different method of recording learning.

The nursery promotes quality over quantity. Staff should never take multiple similar photographs without educational value or spend excessive time documenting activities instead of engaging with children.

Images That Must Never Be Taken

Photographs or videos must never be taken of children:

- receiving intimate care
- using the toilet
- having nappies changed
- whilst partially clothed, unless this is an agreed learning experience such as water play and dignity is maintained
- when distressed or upset, unless required for safeguarding or medical evidence
- in any situation that could compromise their dignity or privacy.

Storage and Security

All images remain the property of the nursery.

Photographs will only be stored on approved nursery systems, including encrypted nursery devices and authorised electronic learning journal platforms that comply with UK GDPR requirements.

Images must never be stored on:

- personal mobile phones
- personal tablets
- USB devices
- personal computers
- personal cloud storage
- personal email accounts
- messaging applications.

The Nursery Manager will maintain a register of all nursery devices capable of taking photographs or videos. Regular audits will be completed to ensure devices remain secure, appropriately maintained and free from unauthorised applications.

Any missing device will be treated as a safeguarding concern and investigated immediately.

reserves the right to restrict photography where safeguarding concerns exist.

Visitors and Professionals

Visitors, students, contractors and professionals must not photograph or film children without the prior permission of the Nursery Manager.

Any authorised photography must comply with this policy and parental consent requirements.

Their mobile phones, electronic devices must also be stored in the office in the mobile phone box.

Social Media

Staff must never share photographs or videos of children using personal social media accounts or messaging services.

Images of children must only be shared through authorised nursery systems.

Any breach of this policy may be treated as gross misconduct and referred through safeguarding procedures where appropriate.

Responding to Concerns

Any concerns regarding photography, filming or inappropriate use of images must be reported immediately to the Designated Safeguarding Lead.

This includes:

- unauthorised photography
- inappropriate image sharing
- lost or stolen devices
- breaches of parental consent
- suspicious behaviour involving cameras or recording devices
- concerns regarding staff, visitors or parents.

The nursery will take immediate action to safeguard children, preserve evidence and make referrals to external agencies where required, including the Local Authority Designated Officer (LADO), Ofsted, Children's Social Care, the Information Commissioner's Office or the police.

Whistleblowing

All staff have a professional duty to report concerns relating to the misuse of photography or filming.

Failure to report concerns may place children at risk.

Concerns will always be taken seriously, investigated promptly and managed in accordance with the nursery's safeguarding and whistleblowing procedures.

Staff Training

All staff, students and volunteers will receive training on this policy during induction and through regular safeguarding updates.

Training will include:

- professional boundaries
- digital safeguarding
- appropriate use of nursery devices
- photography procedures
- data protection
- online safety
- recognising safeguarding concerns involving technology.

Monitoring and Review

The Nursery Manager will regularly monitor compliance through learning journal audits, device checks, safeguarding supervision, observations of practice and quality assurance reviews.

This policy will be reviewed annually or sooner following changes to legislation, updates to safeguarding guidance or any significant incident.

At The Orchard Day Nursery Kingston we are committed to ensuring that photography and filming enhance children's learning whilst maintaining the highest standards of safeguarding, professionalism and respect for every child and family.

This policy was adopted on	Signed on behalf of the nursery	Date for review
06/08/2026	F.Joyce	December 2026