



Images and Photography Policy

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Date Written: 28 July 2025 **Next Review Due:** August 2026

Our Values

We believe that images — when used safely and respectfully — can celebrate a child's learning journey, build trust with families, and connect parents with the joy and depth of their child's experiences. Our approach reflects:

- **Sustainability** – Purposeful, secure image use with minimal printing and no excess
 - **Respect** – Children's rights to dignity, privacy and choice
 - **Authenticity** – Real, in-the-moment play, not staged content
 - **Supportive Leadership** – Consent-led, transparent systems for families
 - **Community** – We protect all children equally and share responsibly
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Policy Statement

Photographs and videos are used at Young Friends only for clearly defined, professional reasons. We take consent seriously, never use children's faces or names publicly, and store all content securely.

We want families to enjoy seeing the rich, nature-led, child-centred life their child lives with us — but always on your terms.

Purpose

- To safeguard children's identities and wellbeing
 - To comply with UK GDPR and Data Protection law
 - To build family trust and joy through daily sharing
 - To use images only when genuinely purposeful
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Consent

At Enrolment:

All families are asked to complete a **Photography and Image Consent**, covering:

- Daily observations and learning documentation
 - Family app communication with your family only
 - Website
 - Social media (e.g. Instagram) – separate, specific opt-in
 - Consent is stored digitally and can be updated at any time by request.
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Our Promise on Social Media

If you give permission for social media use:

☒ We will **only ever post**:

- Back-of-head, over-the-shoulder or obscured angles
- Group or environmental images without identifying features
- Nature and project work
- Quotes or activities without full names

⊘ We **will never**:

- Show children's faces
- Use full names or identifying labels
- Tag or connect to personal accounts
- Post live content — all is reviewed carefully first

We share snippets of nursery life so families can celebrate the richness of the curriculum, feel connected and reassured, and understand the philosophy their child is growing within.

Taking Photos and Videos

- Only nursery-owned tablets/cameras may be used
- Photos are only taken for:
- Learning documentation (e.g. play, interests, development)
 - Family updates for individual families
 - Ofsted or professional reflection
 - Agreed social media or marketing (if consent given)
 - Children are **not posed unnaturally** or overexposed to the camera
 - Personal staff phones are **never used** for any purpose
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Storage and Security

- Images are stored securely on encrypted systems
 - Family is GDPR-compliant and restricted to individual family access
 - Images are reviewed and deleted when no longer relevant
 - Displays are updated regularly and reflect children's real experiences
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Visitor and Family Use

- Visitors and families may **not take photos or videos** in the setting
 - On special occasions (e.g. performances), clear guidelines will be issued
 - Staff will take and share appropriate images from such events
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Withdrawal of Consent

Families can withdraw or amend consent at any time — just let us know and we will ensure:

- Your child is excluded from any imagery going forward
 - Any relevant displays are updated
 - Social media permissions are revoked immediately
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Staff Breaches

Any misuse of images by staff (e.g. use of personal phones, sharing outside of platforms, failure to check consent) will result in disciplinary action and may trigger safeguarding procedures.

Linked Policies

- Safeguarding and Child Protection
 - Online Safety
 - Parent and Family Code of Conduct
 - Data Protection and Confidentiality
 - Staff Code of Conduct
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Authorisation Signed:

 *Louise Lloyd-Evans*

Owner and Director

Young Friends Kindergarten

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