



Photography and Filming Children Policy

At **West Green Playgroup**, photographs and videos may be used to document children's learning, development, activities and achievements. Images are shared securely with authorised parents and carers through Tapestry. We do not publish photographs or videos that identify children on the Playgroup's website or social media accounts.

This policy should be read in conjunction with the Access, storage and retention of records policy, Critical incident policy, General data protection regulation (GDPR) privacy notice, Mobile phone and electronic device use policy, Online safety policy, Safeguarding children and child protection policy, social networking policy and Supervision of visitors policy.

The safety and wellbeing of every child is our highest priority. This policy explains how we take, use, store and share images of children safely, lawfully and respectfully.

The purpose of this policy is to:

- Protect children, specifically those where photographs and videos may be taken
- Set out the overarching principles that guide our approach to photographs/videos being taken of children
- Ensure that we operate in line with our values and within the law when creating, using and sharing images of children.

We have a responsibility to promote the welfare of all children through taking, sharing and using images of children safely so that they do not inadvertently experience abuse through:

- Images being misused out of context or modified using AI, for example to create child abuse images
- A child being identified for the purpose of future grooming and abuse
- A vulnerable child being identified by an existing perpetrator of abuse
- A child or family being located or targeted, such as for identity theft or impersonation.

We recognise that:

- Photographs and videos can help us document children's learning and achievements and communicate these securely with their parents and carers through Tapestry.
- There are potential risks associated with sharing images of children online and the welfare of the children attending our setting is paramount

- Children and their parents have a right to decide whether their images are taken and how these may be used, regardless of age, disability, gender reassignment, race, religion or belief, sex or sexual orientation
- Consent to take images of children is only meaningful when children and their parents understand how the images will be used and stored and are fully aware of the potential risks associated with the use and distribution of these images.

We will seek to keep our children safe by:

- Obtaining written permission from parents or carers before taking and using photographs or videos of their child. Permission will identify how images may be used, including their use in the child's secure Tapestry learning journal.
- Parents and carers may change or withdraw their permission at any time. This will not affect images that were used lawfully before permission was withdrawn, but no new images will be taken or shared for the withdrawn purpose.
- Clearly explaining how photographs and videos will be taken, used, stored and shared through Tapestry. Access to a child's Tapestry learning journal is restricted to authorised staff and the parents or carers linked to that child's account.
- We will not publish identifiable photographs or videos of children on the Playgroup's website or social media accounts.
- Photographs used on Tapestry will be appropriate, respectful and relevant to children's learning and development. We will not take or share images that could cause embarrassment, be misinterpreted or place a child at risk.
- Where a Tapestry observation includes more than one child, staff will ensure that the photograph is only shared with the relevant families where the necessary permissions are in place.
- Following our reporting procedures if we become aware of the abuse or misuse of images of our children.

Use of Tapestry

West Green Playgroup uses Tapestry as its secure online learning-journal system. Staff will only upload photographs and videos that are relevant to children's learning, development, care or achievements.

- Access is limited to authorised members of staff and the parents or carers linked to the child's account. Parents and carers are responsible for keeping their login details secure and must not share them with anyone else.
- Parents and carers must not download, copy, publish or share a Tapestry image containing another child, including on social media.

If an image is uploaded to the wrong child's account or shared incorrectly, staff must report this immediately to the manager. The image will be removed promptly, and the incident will be managed in accordance with the Playgroup's data-protection and safeguarding procedures.

Photography and/or filming for personal use:

- Parents, carers and visitors are not permitted to take photographs or videos inside the Playgroup or during ordinary Playgroup sessions.
- Parents and carers may only take photographs or videos at the Playgroup event when the manager has expressly confirmed that photography is permitted. Images must be for personal use and must not be published or shared if they contain another child without prior permission from that child's parent or carer. We will stipulate that photos taken during the event are not to be shared on social media
- If parents share photographs or images of their own children from the event, remind parents that there should be no clear identifying information (such as uniform or logo) and no other child must be present (unless permission from other parents is gained prior to sharing photographs and videos that include their child)
- Reminding parents to check the privacy settings of their social media account to understand who else will be able to view any images they share
- Reminding parents to talk to the manager/designated safeguarding lead if they have any concerns about images being shared.

Photography and/or filming for setting use:

- Staff must only take photographs or videos using Playgroup-owned and authorised devices. Personal mobile phones, cameras, tablets or other personal devices must never be used to photograph or film children. Images must be uploaded to Tapestry or transferred to approved secure storage as soon as practicable and deleted from the original device when they are no longer required.

We will store photographs and videos of children securely, in accordance with our safeguarding policy and data protection law.

Professional portrait and group photographs

West Green Playgroup may arrange for a professional photographer to attend the setting to take individual portraits and group photographs.

We will safeguard children by:

- Informing parents and carers in advance about the photographer's visit and how the photographs will be used.
- Obtaining written consent before a child is photographed.

- Respecting the wishes of parents or carers who do not provide consent.
- Making arrangements so that children without consent are not photographed, without unnecessarily singling them out or excluding them from other Playgroup activities.
- Providing the photographer with clear written expectations about appropriate conduct, photography and safeguarding.
- Ensuring there is a written agreement covering the secure handling, transfer, use, retention and deletion of the photographs.
- Checking the photographer's identity and suitability before the visit.
- Ensuring the photographer wears identification and is supervised by a member of staff at all times.
- Never allowing the photographer unsupervised access to children.
- Ensuring photographs are only supplied to the appropriate parents or carers and are not used for the photographer's advertising, website, social media, portfolio or any other purpose without separate written permission.
- Reporting any inappropriate or intrusive photography immediately under our Safeguarding Children and Child Protection Policy.

Group photographs will only include children whose parents or carers have provided the necessary consent. Parents and carers receiving a group photograph will be reminded that it is for personal use and must not be published or shared online without permission from the parents or carers of every child shown.

This policy was adopted on	Signed on behalf of the nursery	Date for review
<i>September 2026</i>		<i>September 2027</i>