

Taking, Storing and Using Images of Children Policy

Lancing Day Nursery and Forest Nursery

Introduction

This Policy provides information to parents, carers or guardians (referred to in this policy as "parents") about how images of children are normally used by Little Lancing Day Nursery and Forest Nursery. It also covers the nursery's approach to the use of cameras and filming equipment at nursery events. This policy is applicable in addition to the Nursery's terms and conditions for parents, where this refers to image use and marketing. It is also applicable to any other information the nursery may provide about a particular use of child images (eg signage about the use of CCTV; and more general information about use of children's personal data, such as the nursery's publicly available Privacy Notice).

The nursery recognises the issues involved in using images of children and sets out to mitigate any risks. The benefits of sharing images of children's achievements, activities, and day-to-day nursery life outweigh the potential risks, provided proportionate safeguards are in place. Images strengthen our nursery community and celebrate success. The nursery minimises and mitigates the risks associated with identification and misuse through using low-resolution images, removal of metadata, limiting direct linking of images to full names and personal information.

Parental Consent

Parents who accept a place for their child at the nursery may choose not to consent to nursery use of images of their child as set out in this policy. Parents may opt in or out of this consent at any point in time. The parent should contact the Nursery Manager and ensure that their request is acknowledged.

However, parents should be aware that certain uses of their child's images may continue to be necessary (for example, administration, education or security) or will be unavoidable (for example if they are included incidentally in CCTV or as a part of a whole-nursery photograph). Such uses are considered to be unlikely to cause any negative impact on children and create little or no risk of harm, including where children are not at risk outside identification. The nursery is entitled lawfully to process such images and take decisions about how to use them but will seek to accommodate any reasonable concerns.

Use of Child Images in Nursery Publications

Unless a child's parent has requested otherwise, the nursery may use images of their child to keep the nursery community updated on the activities of the nursery, and for marketing and promotional purposes, including:

- internal displays (including clips of moving images) on digital and conventional notice boards within the nursery premises;
- in communications with the nursery community including by email or via EyLog, EyParent or EyEngage
- on the nursery's website and, where appropriate, via the nursery's social media channels, eg Instagram and Facebook. Such images will never identify children by name.

These images will predominantly be captured by the nursery's staff (who adhere to nursery policies and procedures in how and when to take such images), or a professional photographer or videographer used for marketing and promotional purposes. The nursery will only use images of children in suitable dress and the images will be stored securely and centrally. Where third-party photographers are used, contractual terms will require them to handle and delete images in accordance with UK data-protection law as well as adhering to the safeguarding procedures and policies of the nursery.

The images that we use for display and communication purposes on our website and external

publications and internal communications and the Lancing College termly publication *The Quad* (for College parents and OLs) do not fully identify an individual child and names are never published alongside the images. We only use images of nursery activities and nursery trips in their appropriate context. We never use any image that might embarrass or humiliate a child. Children are always properly supervised when professional photographers visit the nursery. All tools will not be used to alter or enhance child images for promotional purposes.

Use of Child Images for Identification and Security

CCTV is in use on the external nursery premises and will sometimes capture images of children. Images captured on CCTV are used in accordance with the Privacy Notice and CCTV Policy and are retained only for the period specified in the CCTV Policy. CCTV footage is viewed only by authorised personnel and may be shared with external agencies such as the police when legally required.

Use of Child Images in the Media

Little Lancing would not normally expect the media to be present at nursery or at an activity in which the nursery children are attending.

However, if a media visit is planned, or the media attend at nursery for any other reason, where practicably possible, the nursery will always notify parents and will make every reasonable effort to ensure that any child whose parent or carer has refused permission for images of that child, or themselves, to be made in these circumstances are not photographed or filmed by the media, nor such images provided for media purposes. Where advance notice is not possible, the Nursery will act promptly afterwards to ensure consent and safeguarding standards are met.

The media often asks for the names of the relevant children to go alongside the images, and these will be provided where parents have been informed about the media's visit and the parent has consented as appropriate. No child's image will be released to external media without the required consent, and the Nursery will ensure that identifying details are limited wherever possible.

The Nursery will report any breach of standards or misuse of child images by the press or other media outlets to the relevant regulator, including IPSO (Independent Press Standards Organisation) or Ofcom, if the media fails to comply with the appropriate code of practice for the protection of young people, including the children of celebrities.

Security of Child Images

Professional photographers (that are not associated with the nursery) and the media are accompanied at all times by a member of staff when on nursery premises. The nursery uses only reputable professional photographers and makes every effort to ensure that any images of children are held by them securely, responsibly and in accordance with the nursery's instructions. All third-party photographers and media representatives shall confirm in writing that they will process images in compliance with the UK GDPR and delete them once the agreed purpose has been fulfilled.

The nursery takes appropriate technical and organisational security measures to ensure that images of children, held by the nursery, are kept securely on nursery systems and protected from loss or misuse. The nursery will take reasonable steps to ensure that members of staff only have access to images of children held by the nursery where it is necessary for them to do so. Images stored digitally must be saved on approved Nursery systems and not on personal devices or external drives. Files must be accessible only to authorised staff.

Any external processors of child images are engaged only for lawful purposes consistent with those set out in this policy and are required to meet Nursery data-protection standards through documented due diligence and written contractual safeguards, including confidentiality, security, and deletion obligations.

Use of Cameras and Filming Equipment (including mobile phones) by Parents and Visitors

Parents are requested to refrain from using their mobile phones whilst in the nursery or when collecting or dropping off their children. Parents using their phone inside the nursery premises will be requested either to finish the call or take the call outside. This is to ensure that all children are safeguarded and the time for drop-off and pick-up is an opportunity for a good quality handover where staff can share details of the child's day with their parents.

We do not permit parents to film or photograph children whilst on nursery premises. If parents are considered to be persistently capturing, editing or sharing images, this constitutes a serious breach of our policy and will be referred to the Designated Safeguarding Lead as a safeguarding concern.

Visitors are not permitted to use their mobile phones or smart watches whilst at nursery and asked to leave them in a safe and secure place, such as the nursery office, for the duration of their visit. They are not permitted to take any photos of children.

Use of Cameras and Filming Equipment (including mobile phones) by Staff

All staff are given guidance on this policy, and on the importance of ensuring that images of children are made and used responsibly, only for nursery purposes, and in accordance with nursery policies and the law. Annual safeguarding training includes practical reminders on image use, storage, and consent obligations.

Staff are not permitted to use personal mobile phones, cameras or any other electronic devices to take or record any images of children and must only use the nursery iPads, cameras or mobile phones purchased or provided specifically for the purpose. Staff may take photographs in other areas using a nursery iPad, camera or nursery mobile phone where there is clear educational purpose. This could for example be recording a trip or a visit.

Staff must regularly delete all photos and videos from such devices once transferred to the Nursery's secure systems. Photographs are uploaded to a secure software systems and can only be accessed by the appropriate staff. Volunteers and students are not permitted to take any photos of children.

Images or videos of children must never be altered, enhanced, generated or processed using artificial-intelligence tools or other editing software unless for a defined educational purpose, authorised by a senior member of staff, and with prior consent from the parent. Any other use will be treated as a safeguarding matter.

Use of mobile phones, devices and cameras in the EYFS setting

Children have their photographs taken to provide evidence of their achievements for developmental records (The Early Years Foundation Stage, EYFS 2025). Staff may take photographs of children in the EYFS setting using a nursery camera or iPad for the following purposes: in order to provide evidence of any practical educational activities or outdoor learning that has taken place during the day, or on nursery trips to document their outing for newsletters and for their learning journey and for inspection by Ofsted.

Staff must regularly delete all photos and videos from such devices once uploaded. Photographs are uploaded to a secure software systems and can only be accessed by the appropriate staff. Visitors, volunteers and students are not permitted to take any photos of children. EYFS staff must follow the same data-protection, AI and safeguarding rules that apply across the Nursery, and

must not share or edit images using any personal or third-party platform.

Child Protection

All staff receive safeguarding training and understand their responsibility to promote the welfare of children and protect them from harm. When publishing images of children in nursery documents or on the website, care will be taken to minimise any risk of those images being altered or misused.

Unfortunately, there have been occasions in nursery's in the UK where images of children have been manipulated using AI in order to create an indecent image or video of children. If parents or staff come to understand that an image of a child has been manipulated in such a way (whether that is with a photo published by the nursery or not), then they should inform the Designated Safeguarding Lead immediately. Such images must never be forwarded, shared or downloaded. The Nursery will respond in accordance with its Child Protection (Safeguarding) Policy, Keeping Children Safe in Education (KCSIE) and all other applicable statutory guidance.

Staff will be mindful of child protection issues and will raise concerns with the Designated Safeguarding Lead if they become aware of anyone:

- Taking an unusually large number of images;
- Taking images in inappropriate settings such as the toilets or changing areas or;
- Taking images of children who are apparently unaware that they are being photographed or filmed
- Using digital or AI-based tools to manipulate images of a child

The Nursery recognises that emerging technologies, including AI and other digital editing tools, increase the risk of image misuse. Any creation, sharing, possession or circulation of altered, "deepfake" or otherwise fabricated images of children, staff or other members of the nursery community is strictly prohibited and will be treated as a serious safeguarding and disciplinary matter. Such incidents may also be referred to external agencies, including the police, where appropriate.

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