

Photography Policy

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Intention

This policy intends to ensure that all photography and video recordings within the nursery are carried out in a safe, secure, and respectful manner. It sets out clear guidelines for obtaining parental consent, storing and using images appropriately, and ensuring that photography is only undertaken for legitimate educational, developmental, and/or promotional purposes.

Legislative context

Legal guidelines and frameworks

- Early Years Foundation Stage Statutory Framework, 2025 (EYFS)
- Working Together to Safeguard Children, 2025
- Keeping Children Safe in Education, 2025 (KCSiE)
- Data Protection Act, 2018

Legal duties

The nursery has a legal duty to protect the privacy, dignity, and wellbeing of every child while complying with safeguarding and data protection requirements. This includes ensuring that any images taken or shared are handled safely, securely and with appropriate parental consent.

Definition of terms used in this policy

Images

For the purpose of this policy, the term “Images” refers to all visual recordings of children, staff, parents/carers, or visitors captured or used within the nursery. This includes still photographs and moving images, such as video recordings, whether taken on cameras, tablets, mobile devices, CCTV systems, or any other digital or electronic equipment.

The term applies to both digital and printed formats and includes images stored, shared, displayed, or archived in any form.

Guiding principles

Photography within the nursery will always prioritise safeguarding, dignity and inclusion. Images are taken only for legitimate educational or celebratory reasons and must reflect children positively, safely and respectfully.

Roles and responsibilities

Role	Responsibility
All staff	<ul style="list-style-type: none">• Adhere to the requirements and procedures highlighted in this policy at all times• Check and follow parent/carers consent preferences before taking or using images• Ensure all images captured respect children’s dignity, privacy, and cultural backgrounds• Report any concerns or breaches of this policy immediately to the nursery Designated Safeguarding Lead

Management	<ul style="list-style-type: none"> • Implement, monitor, and regularly review the photography policy to ensure this is being consistently followed in practice • Ensure parental consent is obtained, recorded, and updated as required using the Family permissions or additional consent forms if required • Provide secure systems for storing and sharing images • Ensure staff receive appropriate training and guidance on the safe capturing and sharing of images • Address any breaches of the policy in line with safeguarding and disciplinary procedures
Parents/carers	<ul style="list-style-type: none"> • Provide informed consent regarding photographs of their child • Update the management team before initiating a change in permission or consent preferences • Adhere to the rules and regulations stipulated within this policy
Visitors	<ul style="list-style-type: none"> • Do not take photographs unless authorised by management • Follow nursery safeguarding procedures at all times • Comply with supervision requirements while on the premises

Updates to this policy

This policy may be unilaterally updated at any time with immediate effect to ensure clarity, reflect the nursery's current operational practices, and maintain compliance with the latest government legislation and guidance. Please refer to the 'More Information' section on the website.

Capturing images in line with safeguarding expectations

All images captured within the nursery must reflect safeguarding best practice and promote children's dignity, safety, and wellbeing. Photographs should positively represent children's experiences and achievements while ensuring they are never placed at risk through inappropriate or insensitive imagery.

When taking images within the nursery the following rules should be followed:

Do	Don't
<p>Capture images that reflect learning, play, achievement, and positive interactions</p> <ul style="list-style-type: none"> • Ensure children are fully and appropriately dressed • Check the background of photos to ensure that the same safety and dignity precautions are given to individuals captured in the background of images not just those in the focus point • Take photographs in open, appropriate areas of the nursery • Consider how an image may be viewed or interpreted by others before saving it • Ensure children appear comfortable and at ease • Select images that promote inclusion, equality, and respect 	<p>Only capture images using nursery devices Take images of children in compromising, vulnerable, or intimate positions</p> <ul style="list-style-type: none"> • Photograph children who are upset, distressed, or injured • Capture images during toileting, nappy changing, or dressing/undressing • Take close-up images of body parts without a clear educational purpose (e.g., avoiding focus on isolated body areas) • Save or use images that could be misinterpreted or that do not uphold the child's dignity

Parent/carer permissions related to photography within the nursery

When a child enrolls into the nursery, parents/carers can a series of permissions relating to how images will be captured and used within the nursery. These are outlined below

Permission	Details
Learning and development	Permission to take photographs or video to record elements of your child's learning and development
Displays	Permission to take photographs for displays (e.g., above peg or for birthdays)
Special events	Permission for other parents/carers to photograph or video Special Event (e.g., plays, performances and ceremonies). Please note if any parent/carer has answered 'No' to this permission we will not be able to permit photography or videography during Special Events
Nursery community	Permission for my child to appear in group photos or the background of photos which may be shared with other parents/carers within the nursery community (e.g., on the Family newsfeed)
Marketing	Permission for photographs to be taken of my child for marketing purposes (e.g., for the nursery website)
Training	Permission for photographs or video clips to be taken of my child engaged in learning experiences for internal training purposes (e.g., staff induction support videos)

Viewing parental permissions

A child's set permissions can be viewed at any time by their parents/carers or staff on their individual Family profile. Please see the [further reading](#) of this section for guidance on how this can be done.

Changing parental permissions

If parents/carers would like to update any of their set permissions they must inform the nursery manager via email of their request who in turn will action this change, update the set permissions and inform the staff team.

Parents/carers are not permitted to update their own permissions unless express approval has been provided by the nursery management team.

Any change in permissions does not come into effect until it has been acknowledged and actioned by the nursery management team.

Photographs and videos taken by staff

How and when staff may capture images of children

Staff may take photographs and videos of children for the following purposes:

- To document children's progress, achievements, and engagement in activities, contributing to their individual learning journey on the family app
- For display within the setting, for example to be used on internal display boards (e.g., family trees, celebration walls, learning journey displays) to support children's sense of belonging and celebrate their progress and achievements
- To record special events for parents/carers, such as performances or celebrations, to share these moments with parents/carers who may not have been able to attend
- For marketing purposes, such as on the website or in promotional brochures
- When requested by child protection services, for example, to comply with a request from the Local Authority children's social care team or the police as part of a safeguarding inquiry or investigation
- To upload on the Family newsfeed to document the activities and learning that has been occurring within the nursery
- To support internally delivered training modules to staff aimed at supporting best practice and an in depth understanding of the nursery policies and procedures

Photography restrictions

Staff will only take photographs and videos of children for the purposes outlined in this policy and with the appropriate permissions in place. In addition to this:

- Staff are prohibited from using personal mobile phones or other personal devices with image taking capabilities to take photographs or videos of children within the setting. Only setting-provided and authorised devices will be used for this purpose.

- Images and recordings of children will never be shared publicly¹ or online in a way that could identify a child, unless explicit consent has been provided for marketing purposes

Photographs and videos taken by parents/carers

Sharing special moments from home

The nursery welcomes photographs and videos taken by parents/carers that capture their experiences such as holidays and trips out, or that contribute to children's learning profiles. Any photographs or videos provided will be treated with the same level of security as those taken by practitioners within the nursery.

Unless parents/carers inform the nursery otherwise, it will be assumed that submitted photographs may also be used for internal displays, such as a family tree board or similar educational displays within the setting.

In addition, where family photographs include other children or individuals, it will be assumed that appropriate permission has already been obtained from those captured in the image, or from their parent/carers where applicable, for the images to be shared with the nursery.

Any images submitted by parents/carers may be retained for the duration of the child's time at the nursery, forming part of the child's developmental record. Once children leave the setting, these images are either returned to parents/carers or destroyed in line with our data protection protocols.

The nursery does not accept responsibility for any damage or loss of original physical copies of photographs submitted. Digital submissions are preferred wherever possible to minimise this risk.

Taking photographs or videos whilst at the nursery

To protect the privacy and safety of all children attending the nursery, parents/carers must not take photographs or video recordings at any time while on nursery premises — including during drop-offs, pick-ups, events, or performances. This also applies during nursery outings, whether parents are attending as volunteers or happen to see the group while out in the community.

During special events, such as nursery performances, graduation ceremonies, or celebrations, parents/carers are not permitted to take photographs or videos unless specific permission has been granted by the nursery management team.

In the event that all families have provided explicit consent for their children to be photographed or filmed by others, the nursery will inform families in advance that devices may be used².

Photographs and videos taken by third parties

¹ Excluding the use of the Family app where images may be shared, with parental consent with other registered parents/carers attending the setting and the nursery staff team.

² Unless explicit permission is given, it should be assumed that photography and filming are not allowed.

Early years specialists

If someone who is not directly employed by the nursery, such as a Speech and Language Therapist or contractor, needs to take photos or videos, the following rules apply:

- A separate, written permission form must be obtained directly between the external professional (e.g. Speech and Language Therapist) and the child's parent or carer. This permission is not covered by the nursery's standard consent forms, and the nursery is not responsible for managing this agreement. However, the nursery must verify that this permission is in place and has been seen before any images or recordings are taken.
- The nursery must see and confirm this permission before any images or recordings are taken
- All photos or videos must be checked before the professional leaves the premises to ensure they comply with our safeguarding and photography policies
- Only photographs of children for whom permissions have been granted should be taken. Any other individuals or identifying information within the environment must not be captured in images unless express prior permission has been obtained.

Marketing photography and videos

Photos or videos of children may only be used for marketing purposes if parents/carers have provided explicit written consent. In addition to this any third-parties handling images (e.g., professional photographer) must provide written confirmation that they will:

- Store and handle all content securely
- Not retain images longer than necessary
- Permanently delete all images from their systems and devices once the agreed task is complete
- Not use the nursery's images in their own marketing materials, including portfolios, case studies, or social media

Downloading or sharing photographs or videos provided by the nursery

All individuals with access to photographs or videos provided by, or taken within the nursery, must adhere to the following rules:

- Images must not be downloaded, copied, or distributed - either physically or digitally - via social media (e.g., Facebook, Instagram, TikTok) or any other public or private platform without the explicit consent from the parents/carers of every child and any other person featured
- The privacy of all children, families and staff members featured in photographs or videos must be respected at all times. Images must never be used in a way that could cause embarrassment, harm, or distress
- Physical copies of images taken within the nursery, or provided by parents/carers or staff, must remain on the nursery site. They should either be returned to those included in the images or securely destroyed once they are no longer required
- Images should only be used for the purpose for which they were originally taken (e.g., documenting learning, displays, or authorised communications). They must not be repurposed for any other use without appropriate permission
- All image use must align with the specific parental or individual consent preferences for each person featured within these

- The safeguarding implications of image use must always be considered, ensuring that individual identities, locations, and wellbeing are fully protected

Breaches of these rules may lead to restrictions on access to photographs or other digital materials, with repeated or serious violations resulting in further action, including but not limited to the withdrawal of the child’s place at the nursery, formal disciplinary measures or external reporting to safeguarding agencies.

Storage of images and recordings

Digital images will be stored on secure, password-protected devices and/or the nurseries designated online platform, Famly³. Please refer to our Privacy Policy for more details.

Retention of images and recordings

Famly

Photographs and videos taken for children’s learning profiles will be retained on Famly for the duration of the child’s time at the nursery. Upon the child leaving the nursery, these records will be archived on the Famly system and retained in line with the retention schedules outlined in our Privacy Policy.

Parents/carers are still able to access their child’s learning journey via their Famly login once it has been archived and download records directly from the [Famly app](#).

All [image sharing rules](#) highlighted within this policy must still be adhered to even after a child or staff member has left the nursery.

Nursery devices

Photographs and videos taken on nursery devices are stored locally and deleted at the end of each nursery day. All nursery devices must be returned and stored in a locked location within the nursery office outside of operating hours. Confirmation that this has been completed is included within the Manager’s Daily Closing Check.

If images are taken of learning activities that nursery staff need to access at a later date (e.g., for displays or scrapbooks), they can be uploaded to the Famly system using either the messaging function or by saving them as draft observations within the child’s learning journey.

For more information, please see the Technology and E-safety Policy for more details.

Essential knowledge for staff from this policy

Key learning	Level
Explain how images must be captured to remain in line with safeguarding expectations and how these can be used by the nursery, including photography restrictions and downloads	L1

³ The nurseries use of the Famly platform is governed by their data protection policy. For more information, please see the [Further Reading](#) section of this policy.

Key learning	Level
Explain how staff can review a child's set Family permissions	L1
Explain what the nursery's rules are for parents/carers when taking photographs or videos at nursery	L1
Explain the protocols that must be followed when third-parties e.g., early years specialists or marketing agencies want to take images within the nursery, including how consent and data handling is confirmed and obtained	L2
Explain how images must be stored and retained by the nursery	L2

Training requirements

There are no additional mandatory training modules required to accompany this policy.

Monitoring and review

Review	<ul style="list-style-type: none"> Review recently captured photographs to ensure that these have been captured in a way which aligns with the nursery's safeguarding expectations
Confirm	<ul style="list-style-type: none"> Confirm children's Family permissions are set as per parent/carers most recent requests Confirm that in all cases where external professionals are capturing images of children that permission to do so has been obtained by the professional and verified by the nursery Confirm that in all cases where children's images have been used for marketing purposes there is written permission obtained by parents/carers Confirm that written confirmation has been obtained for any third-party organisation capturing marketing photographs, highlighting their safeguarding and data protection responsibilities Confirm that there are no images of children no longer attending the setting in use across the nursery unless express permission has been obtained from their parents/carers Confirm all nursery-devices capable of capturing images are password protected and have the required firewalls installed Confirm that all locally retained images on nursery-devices are not stored for longer than the nursery day in which they were taken

Further reading

Name	Summary of content	Source	Link
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Downloading Photos in Family	Step-by-step guidance on how you can download photos directly from the Family App	Family	Link
Family Privacy Policy	Family's Privacy Policy relating to how all data is stored and used on the platform.	Family	Link
Parental Permissions	Guidance on how to view and change a child's permissions set on Family	Family	Link