

Oaks Nursery Media Policy

The aims of this policy are to:

- Ensure that Oaks Nursery is a continuous safe environment for children
- Inform parents about the way in which we use, store or display images of children
- Inform parents of the protocol in engaging the services of third parties in photographing children
- Minimise the risk of allegations to staff arising from inappropriate use of mobile phones, photographs or personal cameras.
- Manage effectively images used as part of the website content

1. Photographs and cameras

Parents consent is sought for the use of photographs when a child joins the nursery, and this will last for the duration of their stay. Parents retain the right to withdraw their consent at any time but need to do so in writing, to the Manager Chris Comper, c.comper@kent.ac.uk

Photographs are taken for the purpose of recording a child or group of children participating in activities as part of celebrating achievements. It is an effective method for recording children's progress through the Early Years Foundation Stage. From time to time photographs will be taken during fund raising days, concerts or on outings.

When photographing groups of children we will, wherever possible promote positive images of children as an inclusive community, in compliance with the Equality Act 2010.

To meet our aim we;

- Ensure that no personal cameras are permitted on site
- Staff use only the digital cameras belonging to the nursery
- Cameras are not removed from the nursery premises, unless part of an outing or learning experience
- Images are only downloaded on to computers belonging to Kent Union
- Images taken of children will contextual, purposeful, and accurately reflect the experience or activity
- Once processed images will be deleted from the cameras and printers
- Unused photographs will be disposed of using the secure shredding facilities' of the University Of Kent
- When a child leaves the nursery we will endeavour to pass on all photographs to parents, if any are found remaining they will be disposed of as identified above
- Will not digitally enhance or alter photographs
- Photographs provided by a third party (ie; family members) will not be reproduced, and wherever possible will be returned to the owner when a child leaves the nursery

2. Professional Photography

Oaks Nursery engages the services of a professional photographer bi annually to provide portraits of individual children and family groups. Families can choose to participate and sales generate a percentage of funds for the nursery. We ensure that information on forthcoming sessions is disseminated to parents in good time. The photography company contact details are prominently displayed prior to the session to validate the authenticity. During the photography session individual and groups of children are continually supervised by at least 1 member of staff, and at no time do any children remain unsupervised. 'Jane Stapleton Photography' have DBS checks in place for staff who come into contact with children.

3. Use of images of children by the press

Occasionally we will use the local press to promote our achievements, or for a celebratory event. The manner in which the press use images is controlled through relevant industry code of practice and law. If any parent has objections to their child being included they will have the opportunity to decline permission on the standard consent form.

4. Use of video cameras and camcorders

The data Protection act 1998 does not prevent parents from recording images of their own children at nursery events, for private use. However consent *is* required if other children are included in any recording. Therefore parents will be notified in advance and have the opportunity to withdraw permission prior to any event where camcorders or cameras may be present.

Please be aware that if even one objection is received we will not allow the use of any recording devices during group events.

As a fully inclusive nursery we would not withdraw a child from an event to preclude the use of video recording so please remember that many of our little ones' nursery productions and events are treasured memories of life's milestones, when making your decision.

5. Mobile phones

The use of mobile phones in the nursery is clearly outlined in Oaks Nursery Safeguarding policy (2014), excerpted below:

The nursery informs staff of the restrictions and consequences of handling and using mobile phones and personal cameras whilst on site. Kent Union's disciplinary procedures will be invoked with immediate effect, following any breach of the protocols listed below;

- Mobile phones and tablets are to be left with other personal items in a staff room. Under no circumstances are they to be taken directly into nursery rooms
- Mobile phones are to be on silent or switched off during working hours
- During break periods staff may use phones to text, personal calls are to be made outside the nursery building
- Personal calls or text messages are to be made only during your designated break times, and not in rooms where children are present
- In extreme emergencies where you need to receive an incoming call, authorisation

must be granted by the Nursery Manager or Deputy. Dispensation will be recorded and kept on file.

6. Website

Consent given for photographs or video/ camcorders does not extend to website use. We understand that parents may be concerned that images of children could be manipulated or exploited without their knowledge. The nursery will therefore;

- Seek specific permission for publishing an image(s) for website use
- Take steps to make images difficult to copy, such as; copy-protection or overlaying with a watermark
- Use appropriate images that will not draw attention to particular children, such as group images or profiles
- Use alternative shots of the environment, landscape or children's work

Oaks Nursery has used the following document for guidance when producing this policy.

Policy and guidance for Kent Schools, settings and KCC services on the use of photographic images of children.

Children, Families & Education Directorate (March 2009)

Further information can be found at;

The Information Commission www.dataprotection.gov.uk

Press Complaints Commission Code of Practice www.pcc.org/cop/cop/asp

Internet Watch Foundation www.internetwatch.org.uk

Adopted on:(date) 01.11.10

Signed on behalf of The Oaks Nursery:

Name: Chris Comper

Job title: Nursery Manager