

Oyster Bay Nursery

Image Use Policy

Date written: October 2026

Date of last update: October 2026

Date agreed and ratified by October 2026

Date of next full review: September 2027

This policy will be reviewed at least annually and/or following any lessons learnt and/or updates to national or local guidance and procedures.

Designated Safeguarding Lead (DSL)	Debra Hines
Deputy Designated Safeguarding Lead(s)	Grace Sidders Rachel Finch
Nominated Individual	Debra Hines
Nursery Manager	Grace Sidders

1. Policy statement

Oyster Bay Nursery recognises that photographs and videos can support children's learning, development and communication with families. We are committed to protecting every child's privacy, dignity, safety and wellbeing when images are taken, stored or shared.

All images must be handled in accordance with applicable data protection legislation, safeguarding requirements and the nursery's Data Protection and Privacy Policy, Social Media Policy and Mobile Phone and Camera Policy.

2. Purpose of image use

Images may be used for legitimate nursery purposes, including:

- Recording children's learning, development and achievements.
- Supporting observations and learning journeys.
- Sharing appropriate updates with parents and carers.
- Creating displays and educational materials within the nursery.
- Publicity and promotion through approved nursery publications, website or social media, where authorised.

Images must not be taken or used for personal purposes or in any way that could put a child at risk.

3. Parental permission

The nursery will explain to parents and carers how their child's images may be used and will maintain an accurate record of their preferences.

Where consent is the appropriate lawful basis, valid permission will be obtained before the relevant use. Separate choices will be provided where appropriate for:

- Internal learning records.
- Private sharing with parents and carers.
- Displays within the nursery.
- Printed promotional materials.
- The nursery website and official social media.

Permission for one purpose does not automatically permit another use. The nursery will respect recorded restrictions and explain how parents can withdraw consent where consent is relied upon.

The nursery will also identify the appropriate lawful basis for each use of images rather than assuming consent is required for every activity.

4. Taking photographs and videos

Only authorised staff may take photographs or videos for nursery purposes, using approved nursery devices and systems.

Staff must:

- Check the relevant permissions and any safeguarding restrictions.
- Take images only for an approved purpose.
- Respect children's dignity and wishes.
- Ensure images are appropriate and necessary.
- Avoid capturing unnecessary personal information.

Photographs and recordings must never be taken in toilets, changing areas or other situations where a child's privacy could be compromised.

5. Personal devices

Staff, students and volunteers must follow the nursery's Mobile Phone and Camera Policy. Personal devices must not be used to photograph, film or record children during nursery duties, except where an exceptional arrangement has been expressly authorised under nursery procedures.

Images must not be stored on personal phones, personal cloud accounts or private messaging applications, or uploaded to personal social media accounts.

6. Children's wishes and safeguarding

Children's views and feelings will be respected in an age-appropriate way. No child will be forced to pose for a photograph or video.

Images must not be embarrassing, distressing, inappropriate or expose a child to harm. Staff must check any relevant safeguarding restrictions before taking, displaying or sharing images.

Where there is uncertainty about whether an image is safe to use, staff must seek advice from the Nursery Manager or Designated Safeguarding Lead before proceeding.

7. Sharing images

Images may only be shared with authorised recipients and for an appropriate, documented purpose.

Before publishing images on the nursery's website, social media or promotional materials, authorised staff must check permissions, consider safeguarding risks and ensure that no unnecessary identifying information is included.

The nursery will avoid publishing a child's full name alongside their photograph on public platforms. Images must never be shared casually or distributed to unauthorised individuals.

8. Parents, carers and visitors

Parents, carers and visitors must follow nursery instructions about photography and recording at events.

They must not photograph or record other children without appropriate authority or publish identifiable images of other children online without appropriate permission and consideration of privacy.

The nursery may restrict photography at events where necessary to protect children and families.

9. Storage and retention

Images will be stored securely on approved systems, with access restricted to authorised individuals.

The nursery will:

- Protect images against unauthorised access, loss or disclosure.
- Retain images only for as long as necessary for their intended purpose, subject to applicable legal requirements.
- Review stored images periodically.
- Securely delete images when they are no longer required, unless there is a lawful reason to retain them.

Images required for a safeguarding investigation or legal matter may be retained for longer where necessary and lawful.

10. Requests and withdrawal of consent

Parents and carers may contact the Nursery Manager to ask questions about images of their child, request access to relevant personal information or withdraw consent where consent is the lawful basis.

Requests will be assessed in accordance with data protection law, including the privacy rights of other people appearing in images.

Withdrawal of consent will be handled promptly. It does not make earlier lawful processing unlawful, and some records may need to be retained where another lawful basis or legal requirement applies.

Contact email: oysterbaynursery@joylane.kent.sch.uk

11. Concerns and breaches

Any suspected misuse of images, unauthorised recording or disclosure must be reported immediately to the Nursery Manager or Designated Safeguarding Lead.

The nursery will follow its safeguarding, incident-reporting and data breach procedures and contact relevant authorities where required.

12. Staff responsibilities

All staff, students and volunteers must read and follow this policy and related nursery procedures. Any breach may be addressed under the nursery's disciplinary and safeguarding procedures, depending on the circumstances.