

# Image Policy

All staff employed at the Centre have a duty of care to provide privacy for children. This includes images of children, families and staff that may appear in, or be converted into, digital format, such as photographs and video footage. The following policy outlines the practice at Kirton Point Children's Centre with regard to person's images, particularly in relation to digital technology.

***At Kirton Point Children's Centre, only staff members are to take images (including photographs and video footage) of children and families. Some exceptions will be made at the discretion of staff. A staff member must be consulted if a parent wants to take a photo.***

## NATIONAL QUALITY STANDARDS:

**Quality Area 2: Children's Health & Safety** – Standard - Safety 2.2 Safety: Each child is protected

**Quality Area 7: Governance and Leadership** – Standard – Governance 7.1: Governance supports the operation of a quality service  
**Element 7.1.2 - Management Systems** Systems are in place to manage risk and enable the effective management and operation of a quality service

<b>Managed by:</b>	Director: Pam Stanley
<b>Review Date:</b>	Term 2, 2021
<b>Presented to Staff:</b>	Whole Centre Staff Meeting 18/5/21
<b>Presented to Gov. Council</b>	Governing Council Meeting 17/6/21
<b>Next Review Date:</b>	Term 2, 2022

# REVISION RECORD

Date	Revision description
Term 2 2017	Changed format, added children under 18 in Scope, and inclusion of visitors and volunteers in 5.9.4.
Term 2 2019	<p>Updated Department for Education throughout the document.</p> <p>Changed format and template.</p> <p>Changes made to include parents to take photos only within the Preschool with permission and under supervision of a staff member.</p> <p>Addition of permission to share photos with parents electronically but only on the preschool devices.</p> <p>Images of children to be shared on Facebook.</p> <p>(4[OBJECTIVES], 5.3, 5.7, 5.10.5, 6.6, 6.7[3<sup>rd</sup> dot point])</p> <p>Add appendix</p>
Term 2 2020	Policy now inclusive of children, staff and families
Term 2 2021	Minor edits of grammar, wording.

# 1. TITLE

Image Policy

## 2. PURPOSE

The purpose of the Image Policy is to protect the privacy and safety of children, families and staff while they are accessing/providing services at the Kirton Point Children's Centre.

## 3. SCOPE

The Image Policy applies to all children, staff and families, and programs within the Kirton Point Children's Centre, even if the program is facilitated or funded by an external organisation, or offered as an off-site excursion/program. It also includes persons from other sites, including High School and work experience students.

A person is defined as children, staff and families.

An "image" refers to a person's photograph/video taken with any photographic device, including a camera, mobile phone or other device. This policy also applies to artistic works and intellectual property.

## 4. OBJECTIVES

The objective of this policy is to maintain a level of privacy for all persons who access/provide services at the Kirton Point Children's Centre.

The Policy aims to provide education and protection for all persons against the misuse of digital images.

The Policy aims to protect the images of all persons from being modified, used inappropriately or for purposes not originally intended.

## 5. POLICY DETAIL

- 5.1 An image of a person is regarded as personal information therefore all staff working within the Kirton Point Children's Centre must take reasonable steps to ensure that families are aware of why a person's image has been collected and how it will be used. Consent is included on a specific consent form completed as part of enrolment or program registration. It is the staff member's responsibility to ensure that the family member signing the form is informed about what they are consenting to. Families

should also be aware that their child's image may be used in the Learning Folder of other students where appropriate (eg group activities).

- 5.2 Images should only include persons who have signed consent as per 5.1, including children that may be in the background of a photograph. Staff are responsible for ensuring that images have a clear and specific purpose, and that this purpose can be identified and articulated clearly. (see **6.0 Staff Responsibilities**).
- 5.3 Images of persons may be used to share on the Kirton Point Children's Centre Facebook feed, the Woolworths Display Board and in the local Newspaper. Consideration will be given by staff to ensure only images of persons with the appropriate written, informed consent are used.
- 5.4 When planning an excursion, or off-site activity, staff will complete a risk assessment template as per Excursion Planning Procedures. As part of the risk assessment, staff should determine whether there is a likelihood that photographs will be taken by anyone other than Kirton Point Children's Centre staff. This is documented in the risk assessment and included on the Activities Sheet. Parents will receive a copy of the Activities Sheet with the excursion consent form, so that they are informed of any potential privacy issues. (Refer to Excursion Planning Procedures for further information.)
- 5.5 Where a person's image or artwork is required for a specific project, including student observations, a Specific Project Image Consent form will be used. The person will be informed about how the images will be used and who they will be shared with, as well as what will happen to them after the project is completed.
- 5.6 Staff may provide hard copies of photographs to parents on request, providing that the photograph does not include another person. If other persons are present in the photograph, consent will need to be sought from each parent/person to distribute the photograph.
- 5.7 Staff may share photos electronically with the child's parents, only on a Preschool device, providing that the photograph does not include other children/persons. If other persons are present in the photograph, the photo will not be distributed unless prior consent has been given by each parent/person (as per Department for Education Social Media Policy).
- 5.8 If during the enrolment or registration process, a person does not consent to photographs or images being taken, this information will be recorded and be available as a hard copy for staff access.
- 5.9 In the event of a non consensual display of an image, the parent/carer is to follow the sites grievance procedure.

## 5.10 Exemptions

- 5.10.1 During a Department of Child Protection (DCP) supervised access visit, family members may photograph the child, under the supervision of a DCP staff member, provided explicit consent has been sought from the Director by DCP prior to the visit. DCP will be responsible for ensuring only the child in question is being photographed and no images of other children are taken, including displays, artwork or persons in other areas of the Centre.
- 5.10.2 If an outside service provider requires images taken on site, as part of their provision of service (eg Novita), they may take the images under supervision of a Kirton Point Children's Centre staff member, and with the explicit consent of the Director. The service provider is also responsible for ensuring that appropriate written, informed consent from the parent has been sought for their specific service.
- 5.10.3 Commercial photographers may be utilised by the Kirton Point Children's Centre for the purpose of professional quality photographs. Ordering of an individual photograph will be considered implied consent for that photograph to be taken. Consent will be sought via the enrolment form for group photographs.
- 5.10.4 Visiting professionals may take photographs of the learning spaces as a way of sharing practice. This can only be done under the supervision of a staff member to ensure children's privacy is not impacted (including photographing images or artistic work). The explicit consent of the Director should be sought prior to photographs being taken. Efforts should be made to ensure that persons are not included in any photographs taken.
- Visitors and volunteers of the preschool are informed of our Image Policy and are expected to adhere to it. They may take photos during their visit when explicit consent from the Director is gained prior to the photographs being taken. They are not to include Kirton Point Children's Centre children. If KPCC staff wish to take photographs of the visitors/volunteers they must gain verbal permission before taking such photos.
- 5.10.5 When a child is attending Preschool, parents may take photos of their child upon request, under the close supervision of a Kirton Point Children's Centre staff member. Consideration must be taken to ensure other persons and/or any artwork is not present in the background. The photo must be viewed by the staff member.
- 5.10.6 Additional exemptions may be granted at the discretion of the Director.

## 6. STAFF RESPONSIBILITIES

- 6.1 All images are to be taken and stored only on devices owned by the Kirton Point Children's Centre, including cameras and memory cards, USB devices and computers, as per DfE Code of Conduct. No images are to be stored on personal

computers, phones or memory devices, unless prior permission is given by the Director, and photos are to be deleted within 24 hours.

- 6.2 Emails, power-point presentations and promotional materials may include images of persons where written, informed specific consent has been sought.
- 6.3 It is the responsibility of the staff member taking the photograph (or other media) to ensure that the image is not of a partially or completely unclothed person. Staff are responsible for safe and secure storage of all images as outlined in the staff guidelines and the Code of Conduct for DfE employees.
- 6.4 Staff are responsible for ensuring that the person being photographed has signed consent forms. This includes where a child is enrolled in another program (eg Occasional Care or crèche). If children are enrolled at another educational institution, KPCC staff will verbally clarify with appropriate staff that each child has signed parental consent to be photographed.
- 6.5 If a staff member observes a person, who is not a member of Kirton Point Children's Centre staff, taking images without prior permission and under the supervision of a Kirton Point staff member, it is the staff member's responsibility to inform the person of this policy and direct them to a written copy if necessary. The person will be asked to remove the image from their device. Any staff member who does not feel comfortable to approach a person under these circumstances, is to discuss this with the Director.
- 6.6 Images will only be used for the following purposes:
  - Demonstration of learning activity, as per children's Learning Folders
  - Evidence of program outcomes
  - Promotion – including newsletters, website, Seesaw, displays, Facebook and media (explicit consent to be sought)
  - As part of a learning activity
  - Sharing ideas and resources with other early childhood professionals (eg outdoor learning space)
  - Any other use as approved by the Director. Each staff member is responsible for ensuring all parents, visiting service providers and community members are aware of this policy via enrolment, induction or during a site tour.

## 7. MONITORING, EVALUATION AND REVIEW

The Director will monitor the implementation of the policy and be responsible for ensuring all staff are aware of their responsibilities.

The Director and relevant program staff, will also be responsible for ensuring families are aware of and adhere to the policy at all times.

## 8. SUPPORTING DOCUMENTS

- 8.1 Consent to use media and creative work  
<https://www.education.sa.gov.au/doc/consent-use-media-and-creative-work-procedure>
  - 8.2 Duty of Care  
<https://www.education.sa.gov.au/doc/duty-care-policy>
  - 8.3 Protective Practises for staff in their interactions with children and young people  
<https://www.education.sa.gov.au/doc/protective-practices-staff-their-interactions-children-and-young-people>
  - 8.4 Information Management Policy  
<https://edi.sa.edu.au/library/document-library/controlled-policies/information-management-policy.pdf>
  - 8.5 Code of Ethics for the South Australian Public Sector (2015)  
<https://publicsector.sa.gov.au/documents/20150709-code-of-ethics-for-the-south-australian-public-sector/>
  - 8.6 Social Media  
<https://edi.sa.edu.au/library/document-library/controlled-policies/social-media-for-schools-and-preschools-policy>
-