

Use of Photographic and Video Images of Children

Purpose

Peak Sports and Learning encourages the appropriate use of photographic and video images of children attending the service to support and promote their involvement in relevant programs and activities. The privacy of children and families will be respected and maintained at times when educators take photographs/recordings.

Considerations

Education and Care Services National Regulations	National Quality Standard/s	Other Service policies/documentation	Other
	Element 5.1.2	Child Protection Policy Interactions with Children Policy	

Procedures

- Parents/Guardians are required to specify authorisation and permission for photographs of their children to be taken and used by the service upon enrolment. This can be updated at any time.
- The enrolment form collects permission for four (4) different scenarios:
 - You may photograph and/or video this child at the service for the purpose of documenting learning experiences.
 - You may store and share this child's image, sound and video recording in hard copy or digitally across the school and service (eg newsletter, visual displays, emails to families).
 - You may store and share this child's image, sound and video recording digitally on social media.
 - You may use photographs and video recordings in Peak Sport and Learning Pty Ltd professional educational material for training purposes, internal and external advertising and marketing, including print media, web content, social media and electronic media (including the internet).
- Parents shall be requested for special permission to be granted where:
 - Photographs are taken which are intended to be used for promotional purposes and may be viewed by persons outside of the local community in which the service resides.
 - Educators or Trainee Educators are requested to use photographs or to take photographs that will be published in assignments.
 - Anyone other than an educator requests to take photographs of the children while at the centre. For example, a professional photographer who may be at the centre creating media for Peak's promotional purpose or a visitor operating an incursion/excursion who requests to take photographs for their promotional purpose.

- If a parent has given permission for their child to be photographed by anyone other than a staff member or educator, the service does not accept responsibility for the distribution or use of any photograph taken.
- The service will respect the wishes of all families who do not wish their child to be photographed and will be responsible for ensuring that the child is not photographed while in attendance at the service. This may mean however, that the child may be removed from group situations where photos will be taken.
- Employee's of Peak Sports and Learning are only permitted to photograph children using equipment owned solely by Peak Sports & Learning.
- Processing of photographs will be conducted at professional photographic laboratories or within the service using the printing equipment available.

Where authorised Peak may publish photographs on the below platforms:

(1) Storypark

- Storypark is a private online system that helps educators and parents work together to record, share and extend children's learning.
- The child's development is captured by posting photos, videos and notes relative to the individual child or a group of children.

(2) Newsletters

- MailChimp is an email marketing platform that is used only for communicating information to families. Centre specific newsletters may contain photos of children for communication of learning experiences where appropriate permission is gained.

(3) Social Networking Websites: Facebook

- Peak Sports and Learning maintains a Facebook page to engage and maintain relationships with families and the local community.
- The service will use social media to support already established family communication methods.
- Staff responsible for updating social media must not post names or recognisable photographs of children, visitors or family members on the page without permission. Generally photos should be in a group setting or where photos are taken from behind the group avoiding clear facial recognition.
- The social media site will be used to share information and program updates with service families and may include (but not be limited to) the following:
 - General service notices and reminders;
 - Promotion of upcoming service and/or community events;
 - Seeking ideas and suggestions on service program and operations;
 - Providing important links and information relating to children's health and wellbeing;
 - Reaffirming details provided through other family communication sources such as newsletters, notices and flyers; and/or
 - Photographs depicting daily events, environment and activities.

(4) Peak Sports and Learning Website

- Peak Sports and Learning maintains a website to enable enrolment and provide families and the community with information and updates on our service.
- The information shared may include (but is not limited to) the following:
 - Promotion of upcoming service and/or community events;
 - Providing important links and information relating to children’s health and wellbeing;
 - Photographs depicting events, children participating in the service, the service’s environment and activities.

(5) Print Media

- Peak Sports and Learning may utilise print media for advertisement and communication purposes.
- As referenced above (under dot point 4), special permission must be granted by families if their child is to be the subject of any promotional activity that may reach the wider public and if anyone other than educators will be capturing these photographs.

Version Control Table

Version Control	Date Released	Next Review	Approved by	Amendment
1	Jan 2017	Jan 2018	Directors	Nil – small amendments to procedures
2	Feb 2018	Feb 2019	Directors	Revised with introduction of Facebook page and photo permission forms.
3	April 2019	April 2020	Directors	Revised in accordance with changes in software, FullyBooked, StoryPark and MailChimp.
4	March 2020	October 2022	Directors	Reviewed with no amendments. Moved to new document review timeline.
5	October 2022	October 2024	Directors	Nil