

## Use of Images of Children (Including Photography and Social Media)

### Purpose

ECMS early years services complies with privacy legislation in relation to photographs, videos and social media and will ensure parent/guardian permission is obtained before photographs are taken of the children using the service.

All photographs taken involve practices that are respectful and provide security for children. All photographs/videos will be stored securely.

### Procedures

The ECMS service enrolment form contains a statement requesting parent/guardian permission for their child/ren to be photographed as part of the program for internal display, service display, promotion and general ECMS marketing.

Families/carers will be asked to complete a separate permission form for their child/ren where photographs are to be used outside the children's service for purposes such as newspaper/media or external publications.

The permission form will be held on the child/ren's file.

No child's surname is to be published in advertising material displays, booklets or brochures.

The photographer must have the permission of the Nominated Supervisor before photographs can be taken. This includes parents, politicians, media personnel, students and visitors to the centre.

An educator / ECMS representative will be present at all times while the photographer takes the photos.

It is the Nominated Supervisors' responsibility to ensure that the children's safety and security is paramount in any decisions made regarding the use of their photographs.

Those photographs and videos required for future display will be stored in a secure storage area and when no longer required will be disposed of safely.

Policy Created Date	July 2014, Reviewed September 2016
Policy Review Date	September 2018
Sources and Further Reading	Education and Care Services National Regulations 2011 Regs - 181 Children's Services Act 2006, Child Care Service Handbook 2008-2009 <a href="http://www.deewr.gov.au">www.deewr.gov.au</a> Privacy Legislation: Victorian Information Privacy Act 2000 Health Records Act 2001; Commonwealth Privacy Act 1988 (Amended 2000) Human Rights and Equal Opportunity Commission Act 1986
Related to NQS Q.A	7.1.1