

Background

Educators use photographs and videos to document and demonstrate children's learning, as well as to share celebrations and activities that occur at the Service. As digital technologies evolve, it is critical to ensure the safe and ethical use of images in compliance with federal and state privacy, human rights, and child safety legislation.

Effective from 1 September 2025, the NQF requires services to actively support safe and respectful digital practices, including the protection of children's data and online identities.

If a child is under 18 years of age, informed parental consent must be obtained, detailing how the images will be used, stored, and accessed. Children's own assent should also be sought where practicable.

Policy statement

This policy outlines the Service's commitment to the safe and ethical use of photographs and videos. It ensures that images are captured, stored, used, and shared in ways that protect the dignity, safety, and digital rights of every child.

Photographs and videos are primarily used to document learning, communicate with families, and reflect on children's experiences, while respecting privacy and data security standards.

Strategies and practices

Informed Consent and Assent

- On enrolment, parents/guardians are asked to provide **written consent** for their child to be photographed or videoed by educators.
- Children's **assent** is sought whenever appropriate and practicable.
- Consent forms explicitly state:
 - Purpose of image use (e.g. portfolios, displays, family communication).
 - Where images may be stored (e.g. physical folders, secure digital systems).
 - Any external use (e.g. promotional materials).

Secure Use of Technology

- Only **Service-owned and managed devices** are used to capture images.
- All devices are encrypted and stored securely.
- No private cameras, mobile phones, or personal devices are permitted.

Digital Safety and Cybersecurity

- Images and videos are stored on **secure, password-protected systems**, with access limited to authorised staff.
- No images are uploaded to public platforms or social media unless parents have given explicit written

permission.

- Regular reviews are conducted to ensure digital systems comply with evolving cybersecurity and privacy requirements.

Restrictions on Image Capture

- Relief staff, students, or visitors are not permitted to capture images.
- External photographers must obtain **written parental permission** before photographing any child.
- The approved provider will inform staff, educators, visitors, volunteers and family members that the use of personal electronic devices used to take photos, record audio or capture video of children who are being educated and cared for at the Service is strictly prohibited. This includes items such as tablets, phones, digital cameras, smart watches, META sunglasses and personal storage and file transfer media (such as SD cards, USB drives, hard drives and cloud storage). These devices should not be in the possession of staff, educators or visitors (e.g. ECIP professionals) while working directly with children.

Image Sharing and Distribution

- Images used for portfolios or displays are kept within the Service unless otherwise authorised.
- Images shared electronically (e.g. via family communication platforms) are encrypted and accessible only to the relevant family. Any photograph taken.

Promotional Use

- Separate, specific consent is sought for any images used in Service marketing or public-facing materials.

Additional safe practices for babies

- Never capturing images of nappy changes, bottle feeding, or other intimate caregiving moments unless they serve a documented educational purpose and consent is clearly obtained.

Responsibilities of parents

- To refrain from using cameras or mobile phones to video at the Service.
- To comply with digital sharing expectations if images are provided by the Service.

Procedures and forms

- Centres Camera/Tablet Register
- Parent Consent Forms
- Image Consent Form (updated for 2025 NQF compliance)
- Digital Media Storage Checklist
- Breach Reporting Form

Links to other policies

- Child Protection and Risk Management Policy
- Educational Program Policy
- Educator Professionalism and Ethics Policy
- Enrolment and Orientation Policy
- Interactions with Families Policy
- Privacy and Confidentiality Policy
- Use of Electrical and Other Equipment Considering Child Safe Risks
- Students, Volunteers and Visitors Policy

Links Education and Care Services National Regulations 2011, National Quality Standard 2011

Regs	181	Confidentiality of records kept by approved provider
	168	Education and Care Services must have policies and procedures

QA	1.3.3	Information for families are informed about the program and their child's progress
	2.2.1	At all times, reasonable precautions and adequate supervision ensure children are protected from harm and hazard
	2.2.3	Supports safe online and digital practices
	4.2.2	Professional standards guide practice, interactions and relationships
	5.1.1	Responsive and meaningful interactions build trusting relationships which engage and support each child to feel secure, confident and included
	5.1.2	The dignity and rights of every child are maintained
	6.1.2	The expertise, culture, values and beliefs of families are respected and families share in decision-making about their child's learning and wellbeing
	7.1.2	Management systems are in place to manage risk and enable the effective management and operation of a quality service

Sources

- Education and Care Services National Regulations 2011
- Guide to the National Quality Standard 2025 (updated version)
- Australian Research Data Commons – [Working with Sensitive Data](#)
- Office of the Information Commissioner QLD – [Privacy Guidance](#)

Further reading and useful websites

- Australian Research Data Commons (ARDC) –Working with sensitive Data
<https://ardc.edu.au/resource-hub/working-with-sensitive-data/> accessed 24 June 2025
- Office of the Information Commissioner QLD (Protecting your right to information and privacy) -
<https://www.oic.qld.gov.au/> accessed 24 June 2025

Policy review

The Service encourages staff and parents to be actively involved in the annual review of each of its policies and procedures. In addition, the Service will accommodate any new legislative changes as they occur and any issues identified as part the Service's commitment to quality improvement. The Service consults with relevant recognised authorities as part of the annual review to ensure the policy contents are consistent with current research and contemporary views on best practice.

Version Control

Version	Date Reviewed	Approved By	Comments/Amendments	Next Review Date
1	8 January 2018	Kaylene Harper	Updated to changed NQF requirements 1 February 2018.	January 2019
2	6 February 2019	Kaylene Harper	Policy reviewed. Sources and further readings accessed and updated.	February 2020
3	31 January 2020	Kaylene Harper	Policy reviewed. Sources and further readings accessed and updated.	January 2021
4	14 October 2020	Kaylene Harper	Policy reviewed. Sources and further readings accessed.	October 2021
5	23 September 2021	Kaylene Harper	Policy reviewed	September 2022
6	30 September 2022	Linda Hollard	Policy reviewed Sources accessed and checked	September 2023
7	23 August 2023	Grace McKinstry	Policy reviewed Sources accessed and checked	August 2024
8	9 July 2024	Tiffany Boeske	Reviewed policy Accessed sources	July 2025
9	20 June 2025	Kaylene Harper	Updated to align with 1 Sept 2025 NQF changes on digital safety.	June 2026