

Introduction

C&K uses photography, video and audio recordings (collectively referred to as ‘images’ for the purpose of this guideline) to capture and document children’s learning that occurs at our centres and through our online program. This content is ‘personal information’ and we manage it in accordance with our [Privacy Policy](#).

Images are primarily used in the delivery of our education and care programs and to keep parents/guardians informed of their child’s progress. We may also use it for other purposes such as promoting and marketing C&K through our website or social media.

Rights of the Child

We respect every child’s right to privacy and a parent/guardian’s right to manage personal information on their behalf.

Child Safeguarding

While performing their duties for C&K, employees, students, volunteers, and contractors are strictly prohibited from taking, storing, using and disclosing images of children using their personal devices. They must not transfer, download, or share children’s images taken on centre device, to their own or another person’s personal device, email account, or social media account.

Parental consent granted to C&K to take, store, use, and disclose their child’s images does not extend to employees, students, volunteers, or contractors unless directly related to authorised C&K activities, uses a centre-owned device, and is undertaken in the course of their employment or engagement with C&K.

Individuals are permitted to post images of their own child but must ensure these images do not include other children.

These measures are in place to protect the privacy and safety of all children at C&K centres.

Please refer to [Safe Use and Management of Children’s Images Recorded for Educational Programs Procedure](#) which outlines the safe, ethical and lawful use of children’s images recorded for educational programs (internal use only).

Permission/Consent

When a parent/guardian completes an enrolment booklet they are asked to specify whether they consent to the taking of photographs, videos and / or audio recordings of their child to be used in accordance with our [Privacy Policy](#). The types of consent and how we will use the images is set out in the Privacy Data Collection Statement below.

A parent/guardian’s permission/consent is recorded in C&K’s childcare management system within their child’s record.

Updating permissions

Parent/guardians can modify or withdraw their consent at any time by completing a *Use of Children’s Images Permission Form* and emailing this to their Centre Director. Once a parent/guardian withdraws their consent, we will stop using images of their child, but we may not be able to withdraw any use of their child’s image prior to the date they notified us of the change.

Displaying Images

- Permission must be obtained from a child’s parent/guardian before taking and displaying images of a child.
- All concerned should be made aware of the way in which the image is to be used and how long the image will be displayed.
- The name of the child should not accompany an image without the permission of a parent/guardian. If a child is named, consideration should be given to only using their first name.
- Information about a child’s hobbies, like/dislikes etc., should not be displayed as this information has the potential to be used as grooming tools by paedophiles or other persons.
- Only appropriate images of a child, relevant to the activity, and in which the child is suitably clothed should be used.

- Images of children in locations where an expectation of privacy is to be expected (e.g. bathrooms, change rooms, when sleeping, when upset, ill, injured or receiving first aid treatment, when undressing or in minimal clothing, or in unusual body positions/poses must not be captured.
- Individuals should take care not to inadvertently publicly display images of children who are incidentally captured in an image but are not the intended main subject of the image.

Appropriate Images

Where appropriate, capture non-identifying images that protect a child's privacy and confidentiality. Suitable examples include photographs that do not show a child's face, such as images focused on hands, feet, artwork, learning materials, or participation in activities. Care should be taken to exclude identifying information, including name tags, personal details, school logos, or recognisable backgrounds.

All images of children must be respectful, dignified, and relevant to the educational or program context. Children should be appropriately clothed, engaged in suitable activities, and portrayed in a positive, safe, and age-appropriate manner.

Examples of appropriate images include:

<p>A child's hands engaged in drawing, painting, writing, or other learning activities</p>		
<p>Children participating in group activities where faces are not visible or individuals cannot be identified</p>		
<p>Images of a child's completed work, projects, or learning materials without personal identifying information</p>		
<p>Photographs showing children from behind or at an angle that does not reveal identifiable facial features</p>		
<p>Close-up images of hands, feet, or activity-based interactions that illustrate learning, development, or participation while maintaining anonymity</p>		

Inappropriate Images

Inappropriate images of children are those that compromise their dignity, privacy, or safety, including images where they are partially clothed or nude, engaged in unsuitable activities, or depicted in a misleading, harmful, or exploitative manner.

Images considered inappropriate include, but are not limited to:

- Partially clothed or nude images (including during toileting, changing, or bathing)
- Indecent images (such as “up-skirt” or “down-blouse” or similar)
- Images that compromise a child’s dignity (e.g. in distress, humiliation, or vulnerable situations)
- Images captured covertly, in change rooms, toilets or other invasions of privacy
- Images depicting inappropriate or unsafe activities
- Sexualised or suggestive images (explicit or implied)
- Images shared without appropriate parental consent (including accidental background inclusion)
- Images altered, edited, or manipulated in a misleading or harmful way
- Where protected by a court order (e.g. child custody or witness protection)
- **Images** that falsely portray a child in a negative, harmful, or misleading manner, damaging their reputation, dignity, or character through distortion, manipulation, or misleading context
- Images shared on personal devices, emails, or social media without authorisation
- Images used for purposes unrelated to the child’s care, education, or authorised activities
- Images taken without a legitimate reason related to the centre’s approved activities.

Consensual photos of a child also contravene Criminal Codes and censorship laws if the child is photographed in a provocative or sexual manner.

Technology

C&K employees are only permitted to capture images of children using a centre device. Images will be stored on a secure C&K directory and may only be uploaded and used in approved publications and/or software solutions e.g. StoryPark.

Professional Photographers

Professional photographers will not be allowed unsupervised access to children.

Concerns

Report any suspicious photo or video activity immediately to the Centre Director. Concerns or complaints about inappropriate image use should be directed to C&K’s Privacy Officer (privacy@candk.asn.au).

Privacy Data Collection Statement

Collect

We will take photographs, video and / or audio recordings (collectively referred to as images) of children in a way that respects their rights, safety, and security.

C&K employees will use C&K equipment and will not take, use, or store images of children who attend our centres using their personal devices.

Other persons (parents / guardians, media personnel, students, visitors, contractors and third parties) taking photographs, video or audio recordings must have the prior permission of the centre Director or C&K’s Communications and Marketing team. Additional parental consent may be sought if an image will be recorded and used for specific purposes including:

- External media requests
- Member of Parliament visits and use of images in political material
- External Research.

C&K employees will always put children’s safety first. A C&K employee will be present at all times when other people are taking photographs, video and / or audio recordings. They may request to view or listen to any image or footage you have recorded, and you must comply with this request. If they request that you permanently delete or remove any image or footage, you must comply with this direction.

Use / Disclose

Children may be photographed, videoed, or recorded as part of our education and care program. This material is used for the primary purposes outlined in C&K’s [Privacy Policy](#). You are requested to provide your consent about the use of any such material in your child’s enrolment booklet or by subsequent written communication to C&K.

Permissions include:

To use or disclose your child’s image for the educational program (internal use). We may use this content:

- in your child’s learning portfolio
- in other children’s learning portfolios
- on C&K’s online portal for families
- in centre resources (such as newsletters and updates)
- to display your child’s image at the centre
- for professional development purposes in C&K’s internal forums available to C&K employees and affiliated centre employees
- in learning stories that we share with you.

To use or disclose your child’s image for marketing and social media (external) use. We may use this content:

- on C&K’s website or social media accounts
- on online or digital channels
- in external presentations
- in print material (such as advertising posters or newspaper articles)
- we may include your child’s name and age in the post, but we will not include your child’s last name
- you may request that the post be removed by emailing: marketing@candk.asn.au.

No permission to use or disclose your child’s image:

Where you have not given us permission to use your child’s image for any purpose, we will take all reasonable steps to comply with your request.

Store

All photographs, video and / or audio recordings will be stored securely in accordance with C&K’s Privacy Policy.

Dispose

When no longer required, images and footage will be disposed of in accordance with C&K’s storage and archiving procedure.