

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 you informed of your 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 your right to manage personal information on their behalf.

Permission / Consent

When you complete the enrolment booklet you are asked to specify whether you consent to the taking of photographs, videos and / or audio recordings of your 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.

Your permission is recorded in C&K’s child care management system within your child’s record.

Updating permissions

You can modify or withdraw your consent at any time by completing a *Use of Children’s Images Permission Form* and emailing this to your centre Director.

Once you withdraw your consent, we will stop using images of your child, but we may not be able to withdraw any use of your child’s image prior to the date you notified us of the change.

Concerns

Please speak with your centre Director or contact 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.