



Digital Images & Marketing Policy

Throughout this policy “Digital Image/s” means any digital image whether in photography or video format.

Seren Kids is predominantly a club that teaches children to create digital media content, and so naturally they will be creating content with each other's images included. We want to provide parents with updates on their children's learning using the content they make so we will be using youtube uploads and links to send out to parents of their children each week. Parent's may opt for the video their children is in to be unlisted, and where this option is chosen the unlisted links will not be sent to a parent outside of the school community, but parent's within the school community could observe content with your child's image as it will be sent to the parent list of the club your child attends. If you wish to opt for your children's videos to be unlisted please inform us by email hannah@serenkids.com

Comments may be allowed on these videos and if so will be monitored, and any criticism or negative comments from parent's will be deleted. Only positive comments will be allowed to remain. This is for the purpose of teaching children engagement statistics and analytics.

Staff will not hold such content on their personal devices, and it is strictly prohibited. However, the content will be held in Seren Kids devices and cloud storage. Staff will only interact with this content for the purposes of ensuring the progress and development of children attending our clubs and settings, and inline with our safeguarding and child protection policy, online safety policy, and to update parents of the child's club. Such acceptable activities could include things like transferring video footage from a camera memory card to a shared google drive file for the children to access in a following session ready to their editing skills session, or uploading their video to an unlisted youtube setting, so that only people who receive the link will be able to view the video (only staff members of Seren Kids, Children of our clubs, the schools, and parents of the children will receive such a link).

From time to time the children's digital image may be used for marketing purposes for linked schools to the child and for Seren Kids social media and marketing. For Seren Kids website, marketing and social media, we will ensure that full names of the child are never used.

Seren Kids will:

- ensure that written consent is received at the beginning of the child's time at any of Seren Kids services via agreeing to the terms and conditions of booking either through the school, seren kids website, or any third party booking services that we may use such as classforkids (please see annexe A to see the specific agreements and/or permissions you are making/giving to Seren Kids upon booking with us)
- renew the written consent regularly (at least annually), although each time you make a booking this constitutes a renewal of the consent, unless you email to opt out.
- ensure that no children are fully named in any image which is used on the business' website or its social media pages.
- enable staff, children and volunteers to create and collect digital images (pictures and/or videos) to support the location's educational objectives e.g., by providing the location with a digital camera or tablet for the purposes of creating media content for the school/setting and marketing purposes.
- ensure that only Seren Kids equipment is used to produce and collect digital images. Staff and volunteers should not use their personal equipment for this use.
- comply with the requirements of the Data Protection Act (1998) when creating or storing images.
- only keep the images for the necessary time, and no longer than **3 years except where the images are published as part of our marketing and then they may be renewed more or less regularly.**
- ensure that staff and volunteers are aware of this policy's content.
- share the policy's principles with parents/ carers/ guardians.
- If a child expresses a wish to not participate in an activity in front of the camera (being in the video itself) they will be given behind the scenes roles

To respect the individual's right to privacy¹, and to ensure the children's safety:

- It must be emphasised to parents that taking pictures or making videos during any activities is for their own personal use only, unless expressed otherwise in individual circumstances.
- Where it is not only the parents/carers/guardians' own child/children in the image, parents must also agree not to share the images/video links publicly on any website (e.g. personal blog) or any social media pages (e.g. Facebook, Instagram) or to any other individuals.
- Where a child or parent has expressed that they do not wish to be in any digital content you are taking, you must adhere to their wish.
- Children will be taught that you must never take photos or videos of others and publish them without consent/permission, and to do so could be illegal.

¹ The Rights of the Child, Article 16: Children have a right to privacy. The law should protect them from attacks against their way of life, their good name, their families and their homes.

This Policy was last updated on 13/12/2022 by Hannah Clifford

Annexe A

Digitised images (pictures and video clips) have an important role in planning and recording Seren Kids activities which staff, volunteers and children take part in for both educational aspects and marketing.

To ensure safeguarding, the manager, staff and volunteers will comply with the Data Protection Policy, Confidentiality Policy and Online Safety Policy to protect this information. Copies of these policies are available from the manager.

At the start of every school year Seren Kids will review the agreements and permissions set out in this policy. The digitised images will only be kept for **3 years** after being produced, except where such content has been used for marketing in which case the content may be refreshed and securely disposed of more or less regularly.

Upon booking I acknowledge and understand that I give my consent for staff, children and volunteers of Seren Kids to create digitised images and videos of my child for the following purposes and consent to my child's full name not appearing with the images in the following cases:
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Purpose

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| 1. Record activities and content for Seren Kids curriculum & records and place them on a youtube page for links to be sent out to the parents of the school/club which my child attends to keep up to date with children's activities. I understand that I can request for my child's content to be unlisted (private) on the youtube channel and that it be shared no further than with other parents of other children within the same video as my child, by emailing hannah@serenkids.com |
| 2. I agree that in the case of unlisted video links sent to me, I or my child will not share the link of my child's video with anyone else or make the link public, and to do so could result in my child being excluded from Seren Kids services, and be considered a safeguarding/child protection concern. |
| 3. I agree that I or my child will not leave any negative or harmful comments on the content that my child features in about my child, Seren Kids, or any other children that may appear in the video. To do so could result in my child being excluded from Seren Kids services, and be considered a safeguarding/child protection concern. |
| 4. Record examples of good practice and share them with other agencies such as schools. |
| 5. To be used for marketing for Seren Kids on websites including the Seren Kids website and the school which my child attends. |

6. To be used for marketing purposes for Seren Kids social media (but no full names or other sensitive identifying information (age address etc) will be visible)

Please discuss requirements 2-3 with your child so that they can also agree to required behaviour around content for safety purposes.

Options 1-3 are mandatory to access our clubs and services. Options 4- 6 you may opt out by emailing hannah@serenkids.com after making your booking.

By opting out of any of the purposes in 4-6 Seren Kids will ensure your child is not in any content for the opted out purposes, or blur their image out so they are unidentifiable. Their voices may still be used but not identifiable by the fact we never use full names on our public platforms.