

BABY COLLEGE® Photography, Video & Digital Media Policy

(Updated 2026)

1. Purpose

Baby College is committed to creating a safe, respectful and positive environment for all children, parents, caregivers, franchisees and staff.

This policy explains how photographs, videos and digital media may be used in connection with Baby College activities and sets out the expectations for franchisees, staff, parents and visitors.

This policy should be read alongside:

- the Baby College Safeguarding Policy
- the Data Protection & Customer Communications Policy
- the AI Usage Policy
- the Code of Conduct
- applicable data protection legislation

The welfare and privacy of children always remain the priority.

2. Parent and Caregiver Photography During Classes

We understand that parents and caregivers may occasionally wish to take photographs or short videos of their own child during classes, performances or special events.

We ask that this is done sensitively and respectfully, with consideration for:

- the privacy of other families
- safeguarding responsibilities
- the smooth running of the class
- the safety and comfort of children and adults present

Parents and caregivers must therefore follow these rules:

Photography and filming must not disrupt the class or distract the Class Leader.

Photography and filming must not create a safety risk.

Tripods, professional recording equipment or extensive filming are not permitted without prior approval from Baby College.

Parents should avoid intentionally photographing or filming other children.

Incidental inclusion of others may occur in a group environment, but images must not focus on, identify or be published in a way that compromises the privacy of other children without appropriate permission.

Photography or filming must stop immediately if requested by the Class Leader or Baby College representative.

Some venues may operate a strict no-photography policy. Venue rules must always be respected.

Repeated inappropriate filming, photography or online sharing may result in removal from the class and, where appropriate, safeguarding concerns being escalated.

3. Publishing Images Online

Parents and caregivers are responsible for how they use and share any photographs or videos taken during Baby College activities.

We ask families to:

- avoid posting images of other children online without permission
- avoid tagging or identifying other children or families without consent
- use care when sharing content publicly on social media platforms

Baby College cannot control the actions of third parties once images are shared online and accepts no liability for content published by others.

4. Photography and Filming by Baby College

From time to time, Baby College franchisees or authorised representatives may take photographs or videos for:

- social media
- websites
- promotional materials
- newsletters
- press articles
- training materials
- internal presentations
- conference or exhibition displays

Photographs and videos will only be used where appropriate consent has been obtained.

Where possible:

- images should reflect genuine Baby College classes and experiences
- children should be shown positively and appropriately
- unnecessary personal details should not accompany images

Full names, addresses or sensitive personal information will never be published alongside images of children.

5. Storage and Security of Images

Franchisees and staff are responsible for ensuring that photographs and videos are stored securely and handled appropriately.

Where possible:

- approved cloud or business systems should be used
- unnecessary storage on personal devices should be avoided
- images no longer required should be deleted appropriately
- access should be limited to those who genuinely require it

Images must not be shared informally between staff or franchisees unless there is a legitimate business reason for doing so.

6. Social Media and Messaging Apps

Particular care must be taken when sharing photographs or videos through:

- Facebook
- Instagram
- WhatsApp
- Messenger
- TikTok
- private groups
- forums
- cloud sharing platforms
- other digital systems

Franchisees and staff must:

- behave professionally online at all times
- ensure that appropriate permissions are in place before sharing images
- avoid excessive or inappropriate sharing of customer content
- avoid reposting images from parent accounts without permission
- avoid discussing customers or children publicly

Images or recordings must never be used in a way that could:

- embarrass a child or family
- compromise safeguarding
- misrepresent Baby College
- create misleading impressions about classes or events

7. Recorded Classes and Redistribution

Baby College lesson content, class structure and materials remain the intellectual property of Baby College Ltd.

Customers must not:

- record entire classes
- distribute recordings
- upload class content publicly
- reproduce Baby College lesson content commercially
- share recordings or screenshots inappropriately

Any unauthorised reproduction or distribution of Baby College content may result in removal from classes and further action where appropriate.

8. AI-Generated Images and Protection of Children's Images

AI-Generated Images

Baby College recognises that AI and digital image tools are increasingly common.

However:

AI-generated images must not be presented in a way that could reasonably mislead customers into believing they depict real Baby College classes, children, staff or venues.

AI-generated testimonials, reviews or customer imagery are not permitted.

Franchisees must not use AI tools to recreate or alter the Baby College logo.

Authentic photography from genuine Baby College classes is preferred wherever possible.

Further guidance is contained within the Baby College AI Usage Policy.

Protecting Children's Images from External AI Misuse

Baby College recognises a significant and evolving risk: children's images shared on public social media platforms can be extracted and misused by external third parties. This includes the creation of deepfakes and AI-generated harmful content without consent.

Recent legislation (Crime and Policing Act 2026) has made it a criminal offence to create or supply AI-powered tools designed to generate obscene images using real people's faces. Industry guidance from Save the Children and the Safe AI for Children Alliance emphasises the importance of organisations reviewing what images they publish publicly.

To mitigate this risk while maintaining appropriate publicity and engagement:

Infants and Toddlers (birth-18 months): Full-face photography remains appropriate. At this age, facial features are naturally indistinct, rapidly changing, and difficult to identify or use for recognition purposes later.

Juniors (18 months-3 years): When publishing to public social media channels, websites, and newsletters, preference should be given to back-of-head, side-profile, or partially obscured shots. These images remain engaging and show genuine class experiences whilst reducing facial recognition and usefulness for harmful AI applications. Images used for consent forms, internal communications with families, and printed materials for franchisees are not affected by this guidance.

Existing Images: This guidance applies to new content only. Existing photographs and videos in Baby College's possession do not need to be deleted or removed from archives.

This approach balances child protection with the value parents place on seeing their child featured in genuine Baby College content, and supports franchisees in building community and trust.

9. Safeguarding and Concerns

Any concerns relating to:

- inappropriate photography
- online sharing
- safeguarding
- digital conduct
- misuse of images

concerning behaviour involving children
must be taken seriously and reported appropriately.

Baby College reserves the right to:

- request removal of images or recordings
- ask individuals to stop filming or photographing
- remove individuals from classes
- escalate safeguarding concerns where necessary

10. Consent and Withdrawal of Consent

Baby College will seek appropriate consent for promotional photography and video use.

Consent may be withdrawn at any time by contacting the relevant Baby College franchisee or Baby College Head Office.

However, families should understand that:

- material already printed or distributed may not be retrievable
- content already shared online may continue to circulate
- third-party sharing cannot always be controlled

11. Data Protection

Baby College processes photographs and videos in accordance with applicable data protection legislation.

Further information about how Baby College stores and processes personal data can be found in the Baby College Privacy Policy and Data Protection Policy.

12. Questions

Any questions regarding this policy should be directed to:

office@babycollege.co.uk