YOUR EY SETTING MARKETING POLICY – Sample

*This Sample Policy should be edited and adapted to ensure it is fit for purpose for your setting. This Sample Policy covers all the basics of what your policy should include. It will need expanding and tailoring to your requirements and to meet the needs of your setting.*

**Intent**

YOUR EY SETTING is committed to ensuring that all digital information that is used, recorded, transmitted or stored is managed in a way that ensures children, parents and staff are safe from incorrect or inappropriate use. This includes the way in which digital information and imagery is used for marketing purposes.

This policy sets out YOUR EY SETTING’s commitment and practices with regards to marketing our setting, including on social media channels.

This policy lays down clear guidelines which will ensure that everyone connected with the nursery adheres to and understands what we would deem as acceptable marketing and use of marketing materials. The following legislation is taken into account when writing this policy:

* The Computer Misuse Act (1990)
* The Copyright, Design and Patents Act (1988)
* The Data Protection Act (1998)
* The Childrens Act (1989)
* The CCTV Code of Practice produced by the Information Commissioner;
* The General Data Protection Regulation (EU) **2016/679** (GDPR)

YOUR EY SETTING sets out the following intent:

We will....

* Positively promote and safeguard all children, staff and families in our marketing materials
* Ensure that any personal imagery used in marketing materials demonstrates the diverse communities we live in
* Ensure full and ongoing consent to using personal imagery in our marketing materials
* Ensure that images and data are stored in accordance with GDPR legislation
* Ensure the right to be forgotten is embedded throughout this policy
* Ensure that senior managers are trained in this policy and understand the legislation surrounding this policy
* Ensure that social media marketing is kept relevant and consent is obtained

**Implementation**

This policy applies to all members of YOUR EY SETTING staff team and all employees are responsible for ensuring they fully understand the policy. The senior management team are responsible for the implementation of this policy. YOUR EY SETTING believe that real images of our setting, our children and families make the best marketing images. We want our customers to see the reality of our setting. We recognise that in order to achieve this, having consent to use images of staff, children and families is essential. We also understand that whilst consent may given, this may change over time.

This policy applies to all members of the team, regardless of role or position in the company. Senior leaders are responsible for ensuring this policy is fully embedded and that any resources required to fulfil this policy are readily available.

YOUR EY SETTING uses a range of implementation strategies to ensure that this policy is fully implemented, as follows:

* Requiring full consent before any imagery is used which contains a personal image of a child, staff member or family
* Regularly updating this consent with all involved
* Ensuring the right to be forgotten
* Storing images and data in compliance with GDPR regulations
* Providing all staff with regular opportunities to discuss their consent to their images being used and to what capacity they agree to use through regular one to one meetings, supervisions, appraisals and performance management meetings.
* Ensuring the imagery used is diverse, non-bias and representative of our community
* Identifying emerging problems quickly and addressing concerns with openness, compassion and honesty
* Seeking parental permission for images to be taken or used for teaching, observation and publicity purposes for every child in our care.
* Not identifying individual children in our displays or on our website without prior parental consent
* Using only the setting cameras to take photographs or imagery
* Ensuring all staff are trained in our mobile phone policy, which forbids the use of mobile phones to take images or videos within the setting.
* Making all visitors are aware of our mobile phone usage policy
* Ensuring that parents are aware that they must not share photos taken at events in our setting on social media

**Impact**

The impact of this policy will be monitored and measured through ongoing review. YOUR EY SETTING will use this review to identify whether changes in the identified intentions can be attributed to the policy. We will identify the relative cost-benefit or cost effectiveness of the policy. Our yearly impact review would look to understand if the policy contributed to a change in the intent along with any unintentional consequences of the policy. Key indicators of the impact of this policy will include:

* All senior managers trained in the implementation of this policy
* 75% of marketing materials use images of our own staff, children and families
* There are 0 complaints of concerns regarding use of imagery

Date for next review: