

# POLICY ON VISUAL MATERIAL

## Purpose

Visual material is created and used at KinderRijk for three different purposes.

1. Visual material created for educational and research activities.
2. Visual material that is used only for the purpose of the location, which includes the parent app/web portal, the child-monitoring system, the location's newsletter, a digital photo frame/screen or photos on the wall.
3. Visual material used for online and offline communication by KinderRijk or our partners at an Integrated Child Centre or community school. This use includes both internal and external communication purposes. Examples of such communication channels are the website, social media and newspaper advertisements.

## Ad 1. Visual material for educational and training purposes

KinderRijk is a learning organisation that greatly values the quality of its staff, and regards its employees as competent individuals who are committed to ongoing development. Our quality standards are upheld and improved through continuous development and training. Our links with science and collaboration with universities drive regular research, such as research into our educational quality standards. In addition, KinderRijk is an active and officially recognised training company for young professionals in training.

The use of visual material for training and research is becoming increasingly common practice as it is a recognised tool and achieves evidence-based results.

Visual material for training and education purposes and internal research at KinderRijk can always be produced at all locations without the parents' specific permission. This visual material is, however, restricted to the (technical) KinderRijk environment.

The parents' explicit permission will at all times be requested for the use of visual material for external research purposes.

The visual material created for these specific applications, which focus on the childcare professional, is only used for this purpose. The material will be destroyed after completion of the research.

## Ad 2. Visual material at the locations

Visual material is created at our locations to show parents their child's fun times and activities during a day. These photos or videos are shared through the parent app/web portal or displayed on the wall, included in the location newsletter or can be viewed using a digital photo frame or TV screen. No visual material will be posted that could harm children in any way. The visual material is restricted to the location or to the parent app/web portal's control. After all the children in the photo/video have left childcare, the visual material will be destroyed. For each photo or video, this involves a retention period of up to four years (daycare) or eight years (after-school care), depending on the age of the children in the photo/video. This is the location manager's responsibility who ensures proper compliance.

After the end of childcare, parents have a period of two months to download their child's visual material from the parent app/web portal for their personal use.

The parents can give their consent for the use of the visual material at the locations through the parent app. They can change their consent in the parent app at any time.

We will apply the agreements stated under the heading 'Visual material for online and offline communication' to any visual material that we should like to use for other purposes.

## Ad 3. Visual material for online and offline communication

As a picture speaks a thousand words, visual material is a great device in our communications.

Parents can give their consent for the use of visual material for offline and online communication in the parent app. They can change their consent in the parent app at any time.

As for visual material for online and offline communication, such as social media or advertisements, the parent's consent also applies to communications for the purpose of the Integrated Child Centre or the community school. The location newsletter is not used for online and offline communication. We believe that the agreements made on our policy regarding visual material should be clearly communicated to the parents, which is why we have included the policy on visual material on the website.

Photographs that may be used for online and offline communication are stored in the KinderRijk photo library (which only contains recent visual material). As this visual material has been screened and meets the conditions for use, only photographs from this source can be used. The photo library is restricted to access by employees of the Marketing, Secretariat and Recruitment departments in order to ensure due care and diligence. The retention period for photos in the photo library is two years.

#### Agreements in the employee code of conduct

At childcare, visual material is recorded through the use of equipment secured by KinderRijk. Editing photo/film material is only permitted at work and not at home.

When signing their employment contract, employees give their consent to KinderRijk for the use of visual material for online and offline communication.