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Shropshire Paddlesport Club - Photo Taking Policy

BACKGROUND

Using images of young people for publication, promotion, or coaching

Sports organisations and clubs' benefit from using images of young participants to promote and celebrate activities, events, and competitions. Some coaches also find it helpful to use photographs or videos as a tool to support a young athlete's skills development.

It's important that children and young people feel happy with their achievements and have photographs and films of their special moments. Family and friends also want to be able to share the successes of their children when they have been part of a special event or activity.

However, some children, parents or carers may not be comfortable with images of themselves, or their children being shared. For example:

if a child and/or their family have experienced abuse they may worry about the perpetrator tracing them online

Children who choose not to have contact with some members of their family may decide to minimise their online presence. Families may have religious or cultural reasons for choosing not to be photographed.

It's important to be aware of child protection and safeguarding issues when taking photos of or filming children and young people. The potential for misuse of images can be reduced if organisations are aware of the potential dangers and put appropriate measures in place.

There are also data protection implications of making, using, and storing images of children and young people for your organisation's use.

The use of photos and videos on websites and social media, and in posters, the press, or other publications, can pose direct and indirect risks to children and young people if not managed correctly.

Organisations wishing to use or permit the use of images of children involved in their activities must therefore have a policy in place to safeguard them.

At Shropshire Paddlesport Club we use the annual membership / renewal process as our method of control for members. The form seeks the applicant to declare whether they agree to having their photograph taken during club trips or events. Members not wishing to be photographed on a club trip or event should make this known, prior to the event to the appropriate Coach or Lead.

MINIMISING THE RISKS

- **Never** take photos or video in the shower or Changing Rooms.
- Where possible **always** seek the consent of the individual / Guardian / Parent before taking any photos or video.
- Think carefully before using any images showing children and young people on websites or any forms of social media – **Always** get the individual / parents' consent before posting.
- **Don't** supply full names of children along with the images, unless: it's considered necessary – such as for elite young athletes/prize giving etc it's in the child's best interests.
- Only use images of children in suitable dress or kit, including recommended safety wear such as BA, Helmet, paddle etc.
- Make Policy on photography accessible to all, supported by signage / posters.

Note: that activities such as kids swimming, Kayak racing present a higher risk for potential misuse than others, so images of these activities should:

- Focus on the activity rather than a particular child.
- Avoid showing the full face and body of a child – instead show children in the water, or from the waist or shoulders up.
- Consider the requirement to retain images, the safe storage and confidentiality. Always obtain the individual /parents' consent.

USING OFFICIAL OR PROFESSIONAL PHOTOGRAPHERS

Establish and clarify SPS rules on taking images as part of the commissioning or contracting process:

- Inform parents and children that a photographer will be in attendance to ensure parents and children consent to both the taking and publication of films or photos – see NSPCC form appendix 1.
- Check the photographer's identity, the validity of their role, and the purpose and use of the images to be taken.
- Issue the photographer with identification, which must be always worn.
- Provide the photographer with a clear brief about what is considered appropriate in terms of image content and their behaviour to clarify areas where all photography is prohibited (toilets, changing areas, first aid areas.
- Don't allow unsupervised access to children or one-to-one photo sessions at events.
- Clarify issues about ownership of and access to all images, and for how long they'll be retained and/or used.

RESPONDING TO CONCERNS

Anyone with concerns regarding inappropriate or intrusive photography (in terms of the way, by whom, or where photography is being undertaken), should report this to the event organiser or another official as soon as possible.

Concerns about professional photographers should also be reported to their employers and the welfare officer and possibly Paddle UK.

If there are concerns or suspicions about potentially criminal behaviour this should include referral to the police.

SEEK PARENTAL PERMISSION

Seek parents' consent to take and use images of individual or smaller groups of participants in which their child would easily be recognisable.

Let parents know how, where and in what context an image may be used – for example, on a public website, through social media or in a printed resource also the agreement of where to store any photos and length of time.

ADULT'S CONSENT

Note that some adults may not be able to understand the possible ramifications of being photographed and in a public domain and as such should be assumed as lacking capacity to make this decision.

Where able, a guardian should be sought to ensure the safety of the individual adult. It is again not recommended best practice that you should not take photos of the individual as they may be seen to be discriminatory.

Ensure that Adults are informed when photos are to be taken, where used, how stored and retention period and if displayed in a public arena gain consent.

GENERAL IMAGES OF EVENTS

At many events, the public and organisers may wish to take wide-angle, more general images of an event, the site, opening and closing ceremonies etc. It's usually not reasonable, practical, or proportionate to secure consent for every participating child and adult to take such images, or to preclude such photography. In these circumstances, organisers should make clear to all participants and parents that these kinds of images will be taken, and for what purposes prior to the event.

Ensure that any member of SPS who shares images via social media without permission, is asked to remove such content. This should also be reported to the Welfare Officer, Safeguarding Lead and Directors who will consider if the individual needs to be disciplined or have their membership revoked and/or reported to the police. For guidance on the Data Protection Act and other privacy regulations, visit the Information Commissioner's Office (ICO) website.

TALENTED YOUNG ATHLETES

As young athletes progress up the competitive ladder, their sporting success can lead to an increased public profile. Event organisers and sport's governing bodies will look to positively promote their sport. elite young athletes who receive endorsements or sponsorship may welcome positive media coverage on a local, regional, or national level in these cases, some aspects of the SPS guidance around the use of images and publishing identifying information are neither practical nor desirable and special agreement should be sort with the individual /and ensure all others club members are aware.

PHOTOGRAPHY BY PARENTS AND SPECTATORS AT EVENTS

Most spectators – especially competitors' family and friends – will want to take photos or videos at sports events.

Although parental consent is not required for photography by the public, event organisers should make the photography policy clear to all participants and parents ahead of the event.

GETTING THE MESSAGE ACROSS

How SPS will inform all stakeholders about the club's photography policy, which is:

- Pre-event registration, consent forms and information.
- Display Photography policy and signage in appropriate areas of club house.
- Ensure all committee members and Club Coaches are made aware of this policy.

FOR INFORMATION

With the widespread use of smartphones, tablets and other equipment that can take photos, there are challenges in seeking to impose an outright ban on photography by parents and spectators.

Clear communication to all parties is key to this approach, together with well-publicised systems for anyone to raise concern about breaches of these rules.

A ban may be very unpopular with parents and other spectators who wish to record the efforts and achievements of their children or friends. A compromise is to let them have access to official photographs of the event.

At present organisers have no right to impose these rules on other members of the public accessing or using the same public spaces, however the use of taking or storing inappropriate photos or images is against the law and must be reported to the police.

The taking of images of children taken in changing areas or toilets or images taken in ways or from angles that suggest inappropriate or abusive intent – for instance, when a camera or other device is operated at ground level while pointing up girls' skirts must be reported to the police and the welfare officer.

Organisers should have in place when public event clear ways for anyone to report concerns, they have about photography or any other aspect of children's wellbeing the minimum would be clear signage on rules of photo taking and a contact number of reporting any concerns.