



# Taking and Use of Photographic and Recorded Images of Young People Policy

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## Taking and Use of Photographic and Recorded Images of Young People

### Definition

Photographic images and video images include the use of cameras, digital cameras, video recorders, mobile phones and personal digital assistant devices (PDA).

### Introduction

England Netball is committed to providing a safe environment for young people. Essential to this commitment is to ensure that all necessary steps are taken to protect young people from the inappropriate use of their images in resource and media publications, on the Internet, and elsewhere.

Photographs can be used as a means of identifying young people when they are accompanied with personal information, for example – this is X who is a member of Hometown Netball Club who likes West Life and supports Manchester Thunder. This information can make a young person vulnerable to an individual who may wish to start to 'groom' that child for abuse.

Secondly, the content of the photo can be used or adapted for inappropriate use. While this is rare in netball, there is evidence of adapted material from legitimate sources finding its way onto child pornography sites. Netball clubs therefore need to develop a policy in relation to the use of images of young people on their websites and in other publications.

When assessing the potential risks in the use of images of young people, the most important factor is the potential of inappropriate use of images of. If your club/county/region are aware of the potential risks, and take appropriate steps, the risk can be reduced.

These guidelines focus on the following key areas:

- the publishing of photographic and/or recorded images of /young people
- the use of photographic filming equipment at netball events
- the use of video equipment as a coaching aid.

### How England Netball Can Help

England Netball is committed to ensuring that concerns relating to the misuse of photographic or recorded images of young people in netball are taken seriously and acted upon swiftly and appropriately. To achieve this, England Netball has developed procedures for Reporting Concerns. England Netball will take the appropriate action in accordance with its practices and procedures.

## Key Principles

England Netball adopts the following key principles:

- The interests and welfare of young people taking part in netball are paramount.
- Parents/carers and young people have a right to decide whether images are to be taken, and how those images may be used.
- Parents/carers and must provide written consent for images to be taken and used.
- Images should convey the best principles and aspects of netball, such as fairness and fun.
- Care should be taken to ensure that images are not sexual or exploitative in nature, nor open to obvious misinterpretation and misuse.
- Images should only be taken by authorised persons, as agreed in the protocol for a particular event.
- All images should be securely stored.
- In the case of images used on websites, particular care must be taken to ensure that no identifying details facilitate contact with a young person by a potential abuser.

## Publishing Images – Easy Rules to Remember

- Ask for written permission from the player and parent/carer/s to take and use their image. This ensures that they are aware of the way the image is intended to be used to represent the sport. The Consent Form is one way of achieving this.
- If the player is named, avoid using their photograph.
- If a photograph is used, avoid naming the player. NEVER publish personal details (e.g. email addresses, telephone numbers, addresses etc) of a young person.
- Only use images of players in suitable dress (tracksuit, on-court clothing i.e. t-shirt/shorts/skirt or off-court clothing) to reduce the risk of inappropriate use. Try to focus on the activity rather than a particular young person.
- Where possible use photographs that represent the broad range of /young people taking part in netball. This might include:
  - ethnic minority communities
  - disabled young people or
  - girls with hair covered e.g. baseball cap or a scarf.
- Ensure that images reflect positive aspects of young people's involvement in netball (enjoyment/ competition etc).

## Use of Photographic Filming Equipment at Netball Events

England Netball does not wish to prevent parents, carers or other spectators being able to take legitimate photographs or video footage of competitors. There is no legal power to prevent photography or filming in a public place, however, there is evidence that certain individuals will visit sporting events to take inappropriate photographs or video footage of young people. All clubs should be vigilant about this possibility.

Any concerns during an event should be reported to the Safeguarding Officer or the Event Organiser, and the [Reporting a Concern](#) process

### **Photographic or Recorded Images**

This includes images or recorded images using a camera, digital camera, video recorder, mobile phone or personal digital devices (PDA).

## Action and Implementation

When planning an event an accreditation procedure should be developed.

- Develop a system to record individuals' name and address and club.
- Professionals are required to register prior to the event and their identification details also recorded.
- Ideally identification details should be checked with the issuing authority prior to the event.
- On registering, organisers of events should issue an identification label on the day, which can serve to highlight those who have accreditation.
- Where regular events occur, the identifying label should be changed to prevent unofficial replication.
- Professional photographers/filming/video operators wishing to record the event should seek accreditation with the event organiser by producing their professional identification for the details to be recorded.
- Ideally they should request this at least 5 working days before the event.
- Students or amateur photographers/film/video operators wishing to record the event should seek accreditation with the event organiser by producing their student or club registration card and a letter from their club/educational establishment outlining their reason for attending the event.
- All other spectators wishing to use photographic/film/video equipment with a telescopic or zoom lens should register their intent with the organiser of the event.

## Use of Video as a Coaching Aid

The use of video equipment can be a valuable coaching aid provided the following is

considered:

- Young people and their parents should be aware that this is part of the coaching programme and clear of the purpose of filming as a coaching aide where the material will be used.
- Care should be taken in the storing of coaching films to avoid inappropriate use and secure destruction should be arranged.
- Seek written permission from the young person and parent for the use of photography and video analysis.
- When filming, ensure that there is an appropriate approved adult from the club present.

# Taking and Use of Photographic and Recorded Images of Young People Agreement

[INSERT CLUB NAME] adopts England Netball's policy for the taking and use of photographic and recorded images of young people and works in accordance with the following statement:

## Introduction

[INSERT CLUB NAME] does not wish to prevent parents or other spectators being able to take legitimate photographs or recorded images. Use of recorded images can also be a valuable coaching aid. However, [INSERT CLUB NAME] is committed to providing a safe environment for young people under the age of 18. Included in this commitment is ensuring that all necessary steps are taken to protect young people from the inappropriate use of their images in resources and media publications, on the Internet, and elsewhere.

Photographic and recorded images can be used as a means of identifying young people if accompanied by personal information. This has the potential to make a young person vulnerable to individuals seeking to 'groom' young people for abuse. Additionally, images can be used or adapted for inappropriate use. There is evidence of adapted sporting images being used on websites displaying images of child abuse.

## Obligations under this Policy

Everyone within [INSERT CLUB NAME] must act in accordance with the general principles in England Netball's Safeguarding Policy and the principles set out in that Policy for taking and the use of photographic and recorded images of young people

In addition, [INSERT CLUB NAME] adopts and implements this Policy relating to the taking and use of photographic and recorded images of young people in netball, in accordance with the general principles in England Netball's Safeguarding Policy, and in accordance with this particular Policy and principles together with the supporting good practice guidance.

## Principles

- Everyone within [INSERT CLUB NAME] should have an understanding of the issues relating to the taking and use of photographic and recorded images of young people and what England Netball's Policy is on this.
- Parents and young people have a right to decide whether young people's images are to be made, and how those images may be used.
- In accordance with good practice guidance for netball activities and events, parents and young people must provide written consent for young people's images to be taken and used. There may be legitimate reasons for denying consent i.e. subject to legal restrictions.
- A registration process should be used for photographers in accordance with the good practice guidance on photography and recorded images. This will help deter those wishing to take photographs or recorded images for inappropriate use.
- Images should convey the best principles and aspects of netball, such as fairness and fun.
- Care should be taken to ensure that images are not sexual or exploitative in nature, nor open to obvious misinterpretation and misuse.
- All images of young people should be securely stored to avoid inappropriate use.
- In the case of images used on websites, particular care must be taken to ensure that no identifying details facilitate contact with a young person (by a potential abuser).
- Where used for coaching purposes, players and their parents should be made aware that this is part of the coaching programme and be clear of the purpose of filming as a coaching aide where it will be used.
- Suspected inappropriate taking of photographic or recorded images must be challenged and reported using the Reporting a Concern process.

When assessing the potential risks in the use of images of players, the most important factor is the potential of inappropriate use of images of young people. Awareness of the risks, and taking appropriate

# Event Registration Form

This form will be completed by anyone wishing to take photographs or record images at a particular netball event.

Name: .....

Address: .....

.....

Postcode: .....

Tel. no: .....

Event name: .....

Event venue: .....

Event date: .....

I wish to take photographs or record images during the course of the above event. I agree to abide by the guidelines laid down by the event organizer and those of England Netball in their Use of Photographic and Recorded Images of Young People Policy. I confirm that the photographs or recorded images will only be used in an appropriate manner.

Please describe below how photographs or recorded images will be used:

.....  
.....  
.....  
.....

I acknowledge that if it is deemed that any photographs or recorded images are used inappropriately, this may result in me being unable to use photographic equipment at netball events in the future and will be reported to England Netball and managed within the Safeguarding Policies and procedures.

Signed: .....

Print name: .....

Date: .....

steps, can reduce the potential for misuse of images.

## Consent Form – Photographic Good Practice Guidance

# Use of Photographic and Video Images of Young People Under the Age of 18

### Policy Statement

[INSERT CLUB NAME] is committed to providing a safe environment for young people to participate in netball. Essential to this commitment is to ensure that all necessary steps are taken to protect young people from the inappropriate use of photographic images.

[INSERT CLUB NAME] have adopted the following Good Practice Guidelines issued by England Netball:

### Publishing Images

Through the use of the [Photographic Consent Form](#), we will ask for the permission of young players and their parents/carers to take and use their image.

- If a young person is named, we will avoid using their photograph.
- If a photograph is used, we will avoid naming the young person.
- We will NEVER publish personal details (email addresses, telephone numbers, addresses etc) of a young person.
- We will only authorise the use of images of young people in suitable dress (tracksuit, on-court clothing i.e. t-shirt/shorts/skirt, off-court clothing).

### Use of Photographic Filming Equipment at Netball Events

[INSERT CLUB NAME] will:

- inform young people and parents that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films or photographs
- require parents, spectators and authorised photographers (e.g. press) to register at an event if they wish to use any photographic equipment including mobile phones with photographic technology
- issue an identification pass which must be worn and clearly visible at all times during the event
- not allow unsupervised access to young people or one to one photo sessions at events
- not approve or allow photo sessions outside the events or at a young person's home
- act on the concerns of anyone regarding the inappropriate use of photographic equipment
- inform young people and their parents/carers if video equipment is to be used as a coaching aid
- ensure that any photographic images taken and used will be stored safely.

# Consent Form for the Use of Photographs or Video (Parents and Young People)

[INSERT CLUB NAME] recognises the need to ensure the welfare and safety of all young people in sport.

In accordance with our Safeguarding Policy we will not permit photographs, video or other images of young people to be taken without the consent of the parents/carers and young people.

The [INSERT CLUB NAME] will follow the guidance for the use of photographs, a copy of which is available from (insert name).

The [INSERT CLUB NAME] will take all steps to ensure these images are used solely for the purposes they are intended. If you become aware that these images are being used inappropriately you should inform [INSERT CLUB NAME] immediately by using the Reporting a Concern process.

I hereby grant only [INSERT CLUB NAME] and their approved agents the right to use the images resulting from the above mentioned photo/film shoots. This includes any reproductions or adaptations of the images for all general purposes (newspaper, magazine or other printed promotional articles and including Internet web page content) and at any time, in relation to the work of [INSERT CLUB NAME].

## Parent/Carer

I .....(parent/carer) give consent to (club) to photograph or video ..... (young person's name)  
young person's date of birth: .....

Signed: ..... Date: .....

## Young Person

I .....(insert name of young person) give consent to (club ) to photograph or video my involvement in netball.

Signed: ..... Date: .....