

# Guidance for Taking and Using Photographic and Recorded Images of Young People

## INTRODUCTION

Positive images of young people enjoying hockey are essential to promote the sport and a healthy lifestyle. Parents/carers want to celebrate the achievements of their children through photographs and recorded images. Use of recorded images can also be a valuable coaching aid. England Hockey is committed to providing a safe environment for all young people and it is therefore committed to ensuring that all necessary steps are taken to protect young people from the inappropriate or uninformed use of their images in resources and media publications, on the internet, and elsewhere.

Photographic and recorded images can also be used as a means of identifying young people if accompanied by personal information. Additionally, images can be used or adapted for inappropriate use. This includes any device that is equipped to capture and record images (e.g. digital camera, video recorder, mobile phone, tablet etc) both live and delayed.

## Guidance for implementing good practice on taking and use of photographic and recorded images

A clear statement should be written, publicised and promoted for all hockey activities, which includes 'the interests and welfare of young people taking part in hockey is paramount'.

## TAKING AND/OR PUBLISHING OF PHOTOGRAPHIC AND RECORDED IMAGES OF YOUNG PEOPLE:

- Written consent to take and use images should be obtained from the player and parents/legal guardians. See 'Photo Consent Form (for clubs)'.
- If the player is named, avoid using their photograph that enables the image and name to be linked.
- If a photograph is used, avoid naming the player.
- NEVER publish personal details (email addresses, telephone numbers, addresses or other information relating to the location) of a young person.
- Only use images of players in suitable dress.
- Focus on the activity rather than a particular young person and where possible use photographs that represent the broad range of young people taking part in hockey. This might include:
  - boys and girls
  - ethnic minority communities
  - young people with disabilities
- Ensure that images reflect positive aspects of young people's involvement in hockey.
- The simultaneous streaming of images onto a website is not recommended. Delayed streaming also provides the opportunity for editing of inappropriate clips.

In particular, this can guard against the possibility of an image of a young person. Subject to legal restrictions appearing on a website.

- All access to images should be restricted. It is recommended that where images are acquired for distribution, including commercially, access to them is by individual registration.
- Reasonable measures should be taken to ensure that the information stored is secured against malicious access, either internal or external e.g. hackers or malicious code.
- Any concerns regarding inappropriate taking or publishing of photographic or recorded images must be reported to the Welfare Officer.

## USE OF PHOTOGRAPHIC OR RECORD IMAGE EQUIPMENT AT HOCKEY EVENTS:

In addition to the good practice in taking and publishing images of young people, the following is recommended:

- A registration system is used for individuals wishing to take photographic or recorded images, individuals should register where any device is being used (this includes mobile phones). Ideally individuals should provide formal identification e.g. driving license.
- Registration should include a question as to how the images will be used after the event i.e. personal family use, club website, social networking etc. See 'Photo Consent Form (events)'.
- Where a mobile phone camera is being used, the 'audible sound' of an image being taken should be used.
- Issue the registered photographer with clear identification that must be worn at all times. It is advisable to ensure that where regular events occur, the identifying label is changed to prevent unofficial replication.
- Public information. The specific details concerning photographic/video and filming equipment should, where possible, be published prominently in event programmes and must be announced over the public address system prior to the start of the event. In addition or where a public address system is not in use, it is recommended that notices regarding the event's photography registration policy are displayed prominently.

### ***Sample recommended wording is:***

In line with the recommendation in England Hockey's Safeguarding and Protecting Young People Policy and associated good practice, the promoters of this event request that any person wishing to take photographic or recorded images should register their details with XXXXX(who) at the XXXX(place) before carrying out any such activity. The organiser reserves the right to challenge and report anyone they deem to be taking inappropriate images.

## IF USING A PROFESSIONAL PHOTOGRAPHER OR INVITING THE PRESS:

- Prior to the event, the individual should be screened as you would any other employee or volunteer for their suitability. Proof of their position as a professional photographer should be requested.
- Provide a clear brief/training about what is considered appropriate, in terms of picture content and their behaviour around the players.

- Supervision and monitoring of the photographer maybe required.
- that
  - they are aware that the photographer will be wearing identification
  - you have received their consent to both the taking and publication of photographs.

### DO NOT:

- Allow unsupervised one-to-one photo sessions at events
- Allow photo sessions outside of the event or at the player's home.

### IF SOMEONE IS TAKING PHOTOS OR RECORDING IMAGES WITHOUT HAVING REGISTERED:

- Ask the individual who they are and why they are taking photos/recoding images without having registered.
- Any concerns should be reported to the Welfare Officer.
- If the individual becomes abusive or aggressive, when being questioned, report to the Police.

### USE OF PHOTOGRAPHIC OR RECORDED IMAGE EQUIPMENT AS A COACHING AID:

- Written consent should be obtained from the player and parents/legal guardians to take and use images.
- Players and their parents/carers should be aware that this is part of the coaching programme and clear of the purpose of filming as a coaching aid.
- In a competition environment, you should inform the opposition of the intent to use recording equipment and its purpose, before competition starts.

## 5 RULES TO REMEMBER

1. If a player is named, avoid using their photograph.
2. If a photograph is used, avoid naming the player. **NEVER** publish personal details such as telephone number or address.
3. Ensure those featured are appropriately dressed.
4. Represent a broad range of young people in the shot rather than focus on individuals.
5. No consent, No photo!