



# HILLS ROAD SPORTS & TENNIS CENTRE

## Photography & Filming Best Practice Guidance

### Risk Of Sharing Images Online

Sharing photographs and images of children on social media or other online platforms carries potential risks, for example:

- children may become vulnerable to grooming if a photograph is shared alongside information that makes them identifiable. This includes: personal details; a tag with location information; visual details such as a school/club uniform.
- inappropriate images of children could be shared online.
- images may be copied, downloaded, screen shotted or shared by anyone.
- images of children may be adapted and used inappropriately.
- photos or videos may appear in internet search results.
- depending on the terms and conditions of using an online platform, the image may be owned by the platform once it's been posted. Platforms may then license images for use by third parties –such as for commercial purposes.
- each photo or video, and any comments on them, become a part of a child's public image.

### HRSTC should seek to keep children safe by:

- always asking for consent from a child and their parents or carers before taking and using a child's image.
- only using first names of children, unless:
  - it's considered necessary –such as for elite/high profile child players.
  - it's in the child's best interests.
  - the child and parent have consented (and been informed how, where, in what context an image might be used, e.g. public website, or through social media, and are aware of potential risks).
- never publishing personal information about children.
- making sure children, their parents and carers understand how images will be securely stored and for how long (including how we will control access to the images and their associated information).
- reducing the risk of images being copied and used inappropriately by:
  - only using images of children in appropriate clothing

- avoid images and camera angles that may be more prone to misinterpretation or misuse than others
  - avoiding full face and body shots of children taking part in activities such as swimming where there may be a heightened risk of images being misused
- using images that positively reflect children's involvement in the activity

### **Photography and/or filming for personal use**

When children, parents/carers or spectators are taking photographs or filming at events and the images are for personal use, it is advisable to publish guidance on what will be allowed in the event programmes and/or announce details before the start of the activity.

### **Using official or professional photographers**

If HRSTC engages a photographer for an event, it is advised that they:

- follow a safe recruitment process/policy.
- provide the photographer with a clear brief about appropriate content and behaviour.
- always ensure the photographer wears identification.
- inform children and parents/carers that a photographer will be at the event and ensure they give written consent to images which feature close up images of their child being taken and shared.
- inform the photographer about how to identify – and avoid taking images of children without the required parental consent.
- clarify areas where all photography is prohibited (i.e. toilets, changing areas, first aid areas)
- not allow the photographer to have unsupervised access to children.
- not allow the photographer to carry out sessions outside the event or at a child's home.
- report any concerns regarding inappropriate or intrusive photography.

### **Photography and/or filming for wider use**

If people such as local journalists or professional photographers (not hired by HRSTC) wish to operate an event and share the images professionally or in the wider world, we should ensure they have given proper permission for this in advance.

We should ensure the following information is provided to them:

- the name and address of the person using the camera.
  - the names of children they wish to take images of (if possible).
  - the reason for taking the images and/or what the images will be used for.
  - a signed declaration that the information provided is valid and that the images will only be used for the reasons given.
- HRSTC should verify these details and decide whether to grant permission for the photographs/films to be taken.
  - They should also seek consent from the children who are the intended subjects of the images and their parents and inform the photographer of anyone who does not give consent.
  - We must inform children, parents and carers that an external photographer is present and ensure they are easily identifiable.

## **Concerns**

- If the company becomes concerned that someone unknown to them is taking photography or filming without permission, they should ask them to leave and (depending on the nature of the concerns) follow our safeguarding procedures.
- Where inappropriate images or films are being taken that raise a safeguarding concern, this should be reported to the Welfare Officer or Team. It may also be necessary to report this to the police.

## **Storing Images**

- HRSTC must store photographs and videos of children securely and in accordance with data protection law. Hard copies of images should be kept in a locked drawer and electronic images in a protected folder with restricted access. Images of children should never be stored on unencrypted portable equipment such as laptops, memory sticks and mobile phones.

**Date approved Vice Principal, Finance & Operations:**

**Post of member of staff responsible:**

**Sports Centre Manager**

**Date of Review:**