

Guidance on the Use of Photographic Equipment/Recording Images

It is important to acknowledge that parents/carers may wish to take photographs or videos of their own children participating in snowsports. Clubs may want to take photos to promote their activities and increase participation and coaches may also wish to video club members as this is a useful coaching aid. This guidance applies whether images are taken using cameras, video cameras, mobile phones or any other equipment. The introduction of proportionate controls on the use of photographic equipment is part of general safeguarding good practice in a club. All clubs will have different facility access and needs, which is why each club must create their own policy.

Key Concerns

The key concerns regarding the use of images of children/young people relate to:

- The possible identification of children when a photograph is accompanied by personal information.
- The inappropriate use, adaptation or copying of images for use on child pornography or illegal website.
- The taking of inappropriate or unauthorised photographs or recorded images of children

Clubs need to be aware that there have been concerns about the risks posed directly and indirectly to children through the use of photographs on sports websites and other publications. Photographs can be used as a means of identifying children when they are accompanied by personal information. Photographs and information on the internet have also been used by estranged parents (eg in adoption or domestic violence circumstances) to identify, trace and cause significant difficulties for, or harm to children.

Whilst Snowsport England recognises that publicity and pictures/recordings of children and young people enjoying snowsports is essential to promote the sport and a healthy lifestyle, the following guidelines should be observed.

Guidelines for Photographic and Recorded Images – Club Activities

- There should be signed consent on club membership forms for parents/carers

and the children to show their consent to opt-in to photographs and video recordings being made

- All children featured in recordings must be appropriately dressed for the activity they are participating in
- The photograph or recording should focus on the activity rather than a particular young person and personal details which might make the young person vulnerable, such as their exact address should not be revealed
- Clubs, coaches and volunteers should be allowed to use video equipment as a legitimate coaching aid and means of recording special occasions, however care should be taken in the dissemination and storage of the material and this must be done in line with the Data Protection Act 1998.
- You should not use any images of a child or young persons known to be the subject of any court order or who has denied you their consent
- Parents and spectators taking photographs/recordings should be prepared to identify themselves if requested and state their purpose for photography/filming
- Any instances of the use of inappropriate images should be reported to the Club Welfare Officer or to Snowsport England Safeguarding Lead and to Children's Social Care or the Police.

Regional and National Events - it should be made clear that members of the press may be present, or photographs may be taken for publicity purposes by the Organisers and it may not therefore be possible to guarantee photographs of specific

children will not be used. The Event Organisers reserve the right to decline entry to any person unable to meet or abide by the promoter's conditions. See Event Photographic Policy.

Data Protection

Photographs are considered "personal data" in terms of the Data Protection Act (DPA). Therefore consent should be sought (in line with guidance above) before taking, sharing or publishing images where a child can be identified. In addition, as with all personal data you process, it should be processed in accordance with the principles laid out in the DPA and other relevant legislation. NB - Photographs taken of children by their parents clearly do not come under the DPA.

Guidelines for Clubs on Publishing Photographic and Recorded Images

- If a photograph is used, avoid naming the child. Personal details of children such as an email address, home address and telephone numbers should never be revealed on a website or in print.
- If you name a child in an article, do not include their picture
- Think about the level of consideration that you give to the use of images in all publications, for example the process used in choosing photographs for a publicity brochure for the club. Apply an increased level of consideration to the images of children used on websites.

Guidelines for the Official Photographer

Provide a clear brief about what is considered appropriate in terms of content and behaviour

- Issue the photographer with ID which must be worn at all times
- Inform the children and parents that a photographer will be in attendance and for **club events**, ensure they have given consent on their membership form, or opted in for any photographs or films that feature and clearly identify their child (eg close ups, small group and team photos).
- The photographer may wish to take a wide angle, general photograph of the slope, of course inspection etc. Parents/carers should be warned that this type of photograph may be taken
- Do not allow unsupervised access to children or one to one photo sessions at events
- Ensure if photographs can be viewed on the day, the children do not give their email address to the photographer for photos to be emailed to them, but that the parents/carers email address is given
- Any other professional photographers attending the event (eg local press, TV etc) must seek accreditation with the event organiser by producing their professional identification for the details to be recorded. This should ideally be done a week before the event
- Ideally accreditation should include: name and address of person; names of subjects they are filming/photographing (if specific people); the reason the images are being taken, or where they will be used and a signed declaration that the information is valid and that the images will only be used for the reasons given.