

Bengeo Tigers FC

Image Use Guidelines

INTRODUCTION

The Child protection and best practice – Guidelines have been developed to provide clubs, leagues and County FA's with advice and guidance on the use of images of children and young people and is integral to the work of The FA's National Game Division. It is recommended that this is adopted by clubs, leagues and County FA's and the Ten Golden Rules made available to as many people as possible. The whole policy document should be kept by the organisation's administrators for future reference.

Any change to this guideline will be notified via The FA's website and in any relevant publications. Please remember that the safety of children and young people should be paramount in all your activities and this has been designed to help you in this.

The Football Association is committed to providing a safe environment for children/young people under the age of 18. Implicit in this is the commitment to ensure that all publications, resources and media represent participants appropriately and with due respect. By adopting the points outlined in this guideline you will be putting in place the best possible practice to protect children and young people wherever photographs or recorded images are taken and stored.

KEY CONCERNS

The key concerns contained within this policy 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 websites
- The taking of inappropriate photographs or recorded images of youngsters.

RECORDING IMAGES OF CHILDREN/YOUNG PEOPLE

There have been concerns about the risks posed directly and indirectly to children and young people through the use of photographs on sport web sites and other publications. Photographs can be used as a means of identifying children when they are accompanied with personal information, for example: "This is a member of the Anytown Junior Football Club who likes Atomic Kitten". This information can make a child 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. There is evidence of this adapted material finding its way onto child pornography sites.

GUIDELINES FOR RECORDING IMAGES

- All children featured in recordings must be appropriately dressed with outer clothing garments covering their torso from at least the bottom of their neck to their thighs, (i.e. a minimum of vest/shirt and shorts)
- The photograph should ideally focus on the activity. Where possible images of children/young people should be recorded in small groups (the group may comprise any combination of adults and children)
- You should ensure that images of a young person, who is under a court order, are not recorded or published
- Any instances of the use of inappropriate images should be reported to The FA/NSPCC Helpline or the Internet Watch Foundation (IWF)
- Club's or organisation's coaches and teachers should still be allowed to use video equipment as a legitimate coaching aid. However, footballers and their parents/carers should be aware that this is part of the coaching programme and care should be taken in the storing of such films

GUIDELINES FOR PUBLISHING IMAGES

- If the child is named, avoid using their photograph
- If a photograph is used, avoid naming the young person or use their first name only. Personal details of children such as an email address, home address and telephone numbers should never be revealed on a website
- Ask for the child's permission to use their image. This ensures that they are aware of the way the image is to be used to represent the sport. A Parent/Carer and Child Permission Form is the best way of achieving this and can be done at the beginning of the season (see Permission Form)
- Ask for parental/carers permission to use an image of a young person. This ensures that parents/carers are aware of the way the image of their child is representing the sport. A Parent/Carer and Child Permission Form is the best way of achieving this and can be done at the beginning of the season (see Permission Form)
- In order to guard against the possibility of a young person under a court order appearing on a website, the simultaneous streaming of images onto a website is not recommended. Delayed streaming also provides an opportunity for the editing of inappropriate clips (e.g. disarranged clothing). If video/film clips are delivered from your own server that material can be downloaded. It is therefore recommended that you use an independent server so that material cannot be accessed, copied or downloaded
- Think about the level of consideration that you give to the use of images in all publications, for example the processes used in choosing photographs for a publicity brochure for the club. Apply an increased level of consideration to the images of

youngsters used on websites. Simple technology features such as watermarking may dissuade third parties from using or attempting to access controlled imagery

- Try to take photographs that represent the broad range of youngsters participating safely in football. This might include:
 - boys and girls
 - minority ethnic communities
 - a range of clothing e.g. tracksuit/jogging trousers
 - girls with hair covered e.g. baseball cap or scarf
 - disabled people
 - glasses if not actually playing at the time
 - shin pads must be on if they are recorded playing
 - jewellery should be removed in all images

GUIDELINES FOR USE OF PHOTOGRAPHIC FILMING EQUIPMENT AT FOOTBALL EVENTS

There is evidence that some people have used sporting events as an opportunity to take inappropriate photographs or film footage of young and disabled sportspeople. While this might be rare in football you still have a duty of care to young people to ensure that this risk is as small as possible. By taking some simple steps you will be reducing that risk.

If you are commissioning professional photographers or inviting the press to a football activity or event it is important to ensure they are clear about your expectations of them in relation to child protection.

- Provide a clear brief about what is considered appropriate in terms of content and behaviour
- Issue the photographer with identification, which must be worn at all times (see Event Registration Form)
- Inform participants 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
- Do not allow unsupervised access to footballers or one to one photo sessions at events
- Do not approve/allow photo sessions outside the event or at a footballer's home

Parents and spectators might also wish to take photographs or record their children participating at the event:

- If parents or other spectators are intending to photograph or video at an event they should also be made aware of your expectations

- Parents and spectators should be required to register at an event if they wish to use photographic equipment (see Event Registration Form)

In addition:

- Participants and parents should be informed that if they have concerns about inappropriate or intrusive photography these should be reported to the event organiser or official and recorded in the same manner as any other child protection concern
- Event organisers should approach and challenge any person taking photographs who has not registered with them. They might need to refer to the local police force if this person continues to record images

TEN GOLDEN RULES TO REMEMBER

1. All children must be appropriately dressed
2. Photography or recording should focus on the activity not on a particular young person
3. Images should focus on small groups rather than individuals
4. Images of a child who is under a court order should never be used
5. If a young person is named avoid using their photograph
6. If a photograph is used avoid naming the person or use their first name only. Personal details should never be revealed
7. Makes sure parents/carers/young person have signed and returned the Parent/Carer and Young Person Permission Form
8. Use photographs that represent the broad range of youngsters participating in football
9. All people taking photographs or recording footage at a football event should register with the event organiser
10. All concerns regarding inappropriate or intrusive photography should be reported to the appropriate

SUMMARY

Child protection is about putting in place the best possible practices and procedures; this will protect not only the child but also you, the adult, in football. If you have any comments on this guideline or require any further support or guidance relating to children and young people please contact The FA Child Protection Department.

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