



## England Athletics Photographic Policy

### Introduction

England Athletics is committed to providing a safe environment for children and young people under the age of 18. Essential to this commitment, is the need to ensure that all necessary steps are taken to protect children and young people from the inappropriate use of their images in resources, internet and media publications.

There have been concerns about the risks posed directly and indirectly to children and young people through the use of photographs on athletics web sites and other publications. The two main concerns are that photographs can be used as a means of identifying children and young people when they are accompanied with personal information, for example, - *this is X who is a member of Hometown Athletic Club who likes Westlife and supports Manchester United*. There are concerns that this information may be used inappropriately which could then make a child more 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 athletics, there is evidence of adapted material, not necessarily from athletics, finding its way onto child pornography sites. When assessing the potential risks in the use of images of athletes, the most important factor is the potential of inappropriate use of images of children.

By adopting this Photographic Policy England Athletics aims to put into place the best possible practice to protect children and young people wherever and whenever photographs and recorded images are taken and stored.

These guidelines adopt the following key principles:

- The interests and welfare of children taking part in athletics are paramount
- Parents/carers and children have a right to decide whether children's images are to be taken, and how those images may be used
- Parents/carers and children must provide written consent for children's images to be taken and used wherever practicable. It should be accepted that children may appear in the background of general pictures taken at events and that it may not be practical or reasonable to seek consent in all circumstances.
- Images should convey the best principles and aspects of athletics 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 of children should be securely stored
- In the case of images used on web-sites, particular care must be taken to ensure that no identifying details facilitate contact with a child by a potential abuser such as details beyond the child's club and coach without the consent of the parents or carers.

## Publication of Images

Wherever possible England Athletics will aim to follow these key guidelines and would encourage all affiliated clubs, associations and competition providers to do so.

- Ask for written permission from the athlete and parent/carers to take and use their image wherever practicable. This ensures that they are aware of the way the image is intended to be used to represent the sport. The Consent Form should be used wherever possible. It should be accepted that children may appear in the background of general pictures taken at events and that it may not be practical or reasonable to seek consent in all circumstances.
- If the athlete is named, consider if it is necessary and appropriate to use their photograph and if possible seek parental consent.
- If a photograph is used, avoid captioning the name of the athlete directly. **NEVER** publish personal details (email addresses, telephone numbers, addresses etc) of a child or young person
- Only use images of young athletes in suitable dress (Tracksuit, or competition clothing) to reduce the risk of inappropriate use
- Try to focus on the activity rather than a particular child where appropriate and where possible use photographs that represent the broad range of children and young people taking part in athletics. This might include both boys and girls, children from ethnic minority communities and children and young people with disabilities.
- Ensure that images reflect positive aspects of children's involvement in athletics (enjoyment/competition etc)

## Use of Photographic Filming Equipment at Athletic Events

England Athletics does not want to prevent parents, carers or other spectators being able to take legitimate photographs or video footage of competitors. However, there is evidence that certain individuals will attempt to visit sporting events to take inappropriate photographs or video footage of children and young people. Any concerns during an event should be reported to the Match Referee, Competition Organiser, Club Welfare Officer or England Athletics Head of Welfare.

Race and Event Organisers should consider making participants and spectators aware at the point of entry to the event (such as on the entry form, at the point of entry to the venue or in the event programme) that photographs may be taken by spectators (and event photographers if applicable) and enable them to choose whether to participate or attend the event in these circumstances.

England Athletics strongly recommends the introduction of two types of registration for those wishing to take official photographs or video footage of children and young people:

### Day Pass

An application should be made to the organising body who will issue an identification pass giving an individual the authority to take photographs or video footage of children and young people at a particular nominated event.

### 'Season Ticket'

An application should be made to the organising body who will issue an identification pass giving an individual the authority to take photographs or video footage of children and young people throughout the course of a given season.

Athletics events organisers should:

- Inform athletes and carers if a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films or photographs.
- Ensure that a system is introduced to ensure that press photographers are made aware of those children and young people without consent for images to be taken.
- Provide a clear brief to official photographers about what is considered appropriate in terms of content and behaviour
- Issue the photographer with identification which must be worn at all times
- Do not allow unsupervised access to young athletes or one to one photo sessions at events without an appropriate chaperone
- Do not approve or allow photo sessions outside the events or at an athletes home

If parents, carers or other spectators are intending to photograph or video at an event they should also be made aware of your expectations by setting them out at the point of entry to the event or in the event programme. Such expectations should include:

- The interests and welfare of children taking part in athletics are paramount
- Images should convey the best principles and aspects of athletics 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
- In the case of images used on web-sites, particular care must be taken to ensure that no identifying details facilitate contact with a child by a potential abuser such as details beyond the child's club and coach without the consent of the parents or carers.
- If a photograph is used on line, avoid captioning the name of the athlete directly. **NEVER** publish personal details (email addresses, telephone numbers, addresses etc) of a child or young person on line.
- Only use images of young athletes in suitable dress (Tracksuit, or competition clothing) to reduce the risk of inappropriate use

Competitors and spectators should be informed that if they have concerns regarding any photography or video recording at any athletics event they can report these to the event organiser. Concerns regarding inappropriate or intrusive photography should be reported to the event organiser or Match Referee, and recorded in the same manner as any other child protection concern

### **Videoring as a coaching aid**

Video can be a legitimate coaching aid for coaches. However, if it is to be used make sure that children and their parents/carers have given written consent, and understand that it is part of the coaching programme. Make sure that the films are then stored safely and destroyed when they are no longer required for use.

For further information on welfare please visit [www.englandathletics.org](http://www.englandathletics.org) or contact Jane Fylan, Head of Welfare on [jfylan@uka.org.uk](mailto:jfylan@uka.org.uk) Tel. 07803 671975

Date of Policy 14.12.09

## Consent Form for Photography and Recorded Images

(INSERT Club or organisation) \_\_\_\_\_  
recognises the need to ensure the welfare and safety of all young people in athletics.

In accordance with the UK Athletics Welfare policy and procedures, we will not permit photographs, video or other images of children/young people to be taken without the consent of the parents/carers and children/young people.

(INSERT Club or organisation) \_\_\_\_\_  
will follow the guidance for the use of photographs a copy of which is available from England Athletics Head of Welfare or [www.englandathletics.org](http://www.englandathletics.org)

(INSERT Club or organisation) \_\_\_\_\_  
will take all possible 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 the Club Welfare Officer immediately.

### Details of athletic activity:

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Dates of activity From: \_\_\_\_\_ To: \_\_\_\_\_

INSERT NAME (parent/carer) \_\_\_\_\_  
consent to (INSERT club/organisation or a photographer appointed by Club or organisation)

\_\_\_\_\_  
photographing or videoing my child's involvement in athletics for the period of time shown on this form for the purposes of publicising and promoting the club or sport, or as a coaching aid (INSERT IF REQUIRED or for – INSERT DESCRIPTION OF INTENDED USE OF PHOTOGRAPHS)

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

(INSERT NAME OF CHILD) \_\_\_\_\_  
consent to the photographing or videoing my involvement in athletics for the period of time shown on this form, and agree to them being published to promote the club or sport.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_