



## Photographing Players

### RATIONALE

All football teams need and welcome positive publicity. Photographs of players at training and at matches can help demonstrate the best aspects of any football club and can add colour, life and interest to any activity taking place within the football club. Making use of photographs in football club publicity materials can increase player motivation and morale. Increasingly, however, technology is making it easier for pictures and images to be used inappropriately as printed material or on the web. Some of the risks associated with photographing children include the collection and passing on of images which may be misused, the identification of individual children to facilitate abuse, and the identification of children in vulnerable circumstances.

### PURPOSE

This document provides guidance on the appropriate use of images (still, video and electronic photographic) of players at Monkseaton Juniors Football Club that reflects the protective ethos and safeguarding of all players associated with the football club.

### GUIDELINES

#### Typical Uses of Photographs

**Only Monkseaton Juniors Football Club approved equipment can be used to photograph pupils.**

The majority of occasions when people take photographs of children and young people are valid and do not provide any cause for concern.

- for examination submissions e.g. during training
- video-based learning e.g. training
- sports/outdoor activities and the use of photographic equipment by parents and carers
- media including newspapers and television
- displays in the establishment of player's activities
- publications by Monkseaton Juniors Football Club
- Monkseaton Juniors Football Club web-site
- training and professional development activities
- publicity material for contractors/partners
- site security / CCTV

#### Consent and permission

Human Rights legislation and Data Protection give people rights and it is the right to 'privacy' that is the issue when using photographs. Photos and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 1998. Steps must, therefore, be taken that respect the rights of people in photographs. For this reason, the consent of parents/carers (and CYP of appropriate age) of Monkseaton Juniors Football Club players should be sought before any photographs are taken.

We seek overall consent from parents/carers for photography. (*Appendix 1*)

When photographic images are transmitted or shared beyond the establishment e.g. television broadcasts, images on intranet sites, specific permission should be obtained. (*Appendix 2*)



When a parent/carer does not agree to their child being photographed, Monkseaton Juniors Football Club must make every effort to comply sensitively.

### **Reason and purpose**

Guidelines should be clear about the reason and purpose for the taking of the photographs. Unless photographs are taken as part of football club activities, they should be used for an individual purpose not a public purpose e.g. not posted on the internet and not passed on to others unconnected with the child.

### **Appropriateness of images**

No images to be taken of players which capture them in what are commonly understood as non-public activities, or which show body parts not usually visible in public settings. Players should be fully clothed. For example, if a player has successfully completed a football award, training or a match, it would be appropriate to show the player in the football club kit as provided. Images involving groups should be about the activity, not the individual player. Photographs or images likely to cause embarrassment should not be shown.

### **Identification of subjects**

Any photograph should not allow an unauthorised person to identify a player or their whereabouts. So, if using a full name have no photograph, if using a photograph have no full name.

### **Equal Opportunities**

Assuming consent has been given, Monkseaton Juniors Football Club will ensure that any images displayed or published by the club will represent the broad range of players in our teams. Girls, boys, pupils from ethnic minority communities and young people with disabilities will obviously be included in any in any photographs or other images of activities at Monkseaton Juniors Football Club.

### **Photography for public display by the Press**

You can decide whether you want publicity photographs and if so you should inform the press of your policies before they arrive. It is worth noting that it is not illegal to take photographs at a public event even if asked not to do so, but if the event is private then you can insist that your own policy is followed. Photographs of players' in activities should try to include a wide range of types of players, and not show them in breach of rules, or behaving in a reckless or dangerous fashion.

### **Sponsors and Newspapers**

Team sponsors and newspapers play an important part in funding and reporting on the respective football teams and their players and therefore, a cooperative arrangement is beneficial. Such photographs have been a traditional and popular feature of sponsorship coverage of their communities, appreciated by parents and football clubs. It is suggested that a code of practice is followed in that:

- sponsors must not interview or photograph a player under the age of 16 on any subject involving the welfare of the player or any other player in the absence or without the consent of a parent or other adult responsible for the player
- players must not be approached or photographed while at football club without the permission of the club committee

Several scenarios can occur:



### 1. Team photographs:

- when everyone is prepared to allow team photographs and full names to be published. In this situation publication can occur
- if a parent is not happy to have a player's name printed on a photograph then consideration could be given to publishing the photograph with no names. The club should make every effort to ensure, in conjunction with the newspaper editors, that this occurs
- if parents of a player have indicated that the player is vulnerable and should not have a photograph printed then a team photograph may not be appropriate

### 2. Newspaper Photo opportunities:

- when an establishment invites a newspaper to celebrate an event, the committee will make every effort IN ADVANCE to ensure that the newspaper's requirements can be met
- almost without exception, the paper will prefer to publish the full names of anyone in a photograph they print. The only exception to this might be (as above) in a larger group shot (e.g.: a group of more than 10 learners)
- newspapers usually prefer, however, to work with smaller groups of players – e.g. three or four – and for this number names would definitely be required
- it is not acceptable to invite a newspaper to take photographs and then refuse to provide any names. The press of our policy before they arrive. Newspapers will not print anonymous photographs. Establishments must give thought to this beforehand – and parental permission/ opinion must be their key guidance
- this might mean offering only those players whose parents are happy for publication of photographs and names for inclusion in any photo opportunities
- if this is not possible – for instance because a specific group of players have achieved something, and parental permission re: the publication of full names is withheld for one or more of the group - it might be possible to negotiate a 'first names only' agreement with the newspaper
- otherwise establishments must be prepared to forego newspaper publicity

### **Players Photographing Each Other**

This practice can occur extensively during a range of activities and, in fact, taking photographs is often part of the pleasure of the experience at the football club. As such, there is no reason why players should not be allowed to take photographs so long as anyone photographing respects the privacy of the person being photographed. There may be incidents where players take inappropriate photographs, perhaps showing friends and other players inappropriately dressed. Club staff should, obviously, endeavour to discourage this practice.

### **Parents taking photographs of players**

To allow the appropriate recording of players' images by parents / carers, staff should:

- ensure that players are appropriately dressed
- obtain parental permission with the form in *Appendix 1*
- be aware of any player who should not be photographed
- monitor the use of cameras and anyone behaving inappropriately

### **Mobile Phones**

Mobile phones are easily used without the subject being aware and their main function is to transmit images to others not to be retained by an authorised person as a keepsake. Their use should be discouraged. The spread of this technology, however, does make this difficult. This is something to be aware of when attending any event. The banning of mobile phones to take photographs proves difficult to police.



## **Concerns and complaints**

Sponsors and the Press.

If parent/carers have concerns regarding the use of photographs by Sponsors and the Press they should contact the club committee. If the football club has concerns regarding the use of photographs by the Press or Sponsors they will contact the Northumberland FA. The Northumberland FA publishes a Code of Practice, which includes guidance on the way in which players should be safeguarded in sports and in particular within football clubs.

## **Monkseaton Juniors Football Club Committee**

The Committee have formally adopted these guidelines as policy and good practice.

\_\_\_\_\_ **Chair**

\_\_\_\_\_ **Date**



## Appendix 1 – Standard Photography and Media Consent Form

### Monkseaton Juniors Football Club

Name of Player \_\_\_\_\_

Team \_\_\_\_\_

**Name of Parent/Carer:**

Tel. contact number: \_\_\_\_\_

It is important we protect your child/young person's interests, respect your wishes and comply with the Data Protection Act 1998:

The football club confirms that it shall only use photographic images of your child /young person in order to demonstrate or promote activities relating to the club.

**Please tick the relevant boxes and sign below in all instances where you give your consent for photographic images of your child being used. Please also indicate whether you consent to your child's name being associated with their image.**

	<i>Agree To: Use of Image</i>	<i>Agree To: My child being named</i>
<b>In club materials aimed at the community</b>		
<b>On the club web site</b>		
<b>In media coverage of the club</b>		
<b>A specific project involving the media (separate details of specific event attached)</b>		

I confirm that I have read and agree to the terms contained within this Consent Form.

Signature: \_\_\_\_\_

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

(Parent/Carer)





## Appendix 2: CONSENT FORM FOR A SPECIFIC EVENT

### Permission to use your child's photograph or images in a video / film

Occasionally, our club may be visited by the media who will take photographs or film footage of a high profile event, or to celebrate a particular achievement. Players will often appear in these images, which may appear in local or national newspapers or on televised news programmes. One such event is to take place and I am writing to inform you of this and ask permission for your child's involvement.

Description of event

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Purposes for which the\* photograph / \*video footage / \*name will be used

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Description of coverage (which newspapers/TV channels)

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(Please note that once a photograph appears in the media the club has no control over who else may use the images / storyline).

It is important we protect your child's interests, respect your wishes and comply with the Data Protection Act 1998. Please read the enclosed Conditions of Use before answering the question below and signing and dating this form. Please return the completed form (one for each child) to club as soon as possible.

May we allow your child to appear in the media coverage as described above  Yes  No

I have read and understand the conditions of use attached to this form.

Parent's or

Guardian's signature: \_\_\_\_\_

Name (block capitals please) \_\_\_\_\_

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



## CONDITIONS OF USE

1. This form is valid for \*for the length of your player's placement /\*for this project only. Your consent will automatically expire after this time.
2. The club will not re-use any photographs or recordings of your child /young person that are incompatible with the original purposes explained to you.
3. The club will not include personal e-mail or postal addresses or telephone or fax numbers on video, on our website or in other printed publications.
4. If we use photographs of individual players, we will not use their full name in any accompanying text or caption.
5. If we use the full name of a player in the text, we will not use an accompanying photograph of the individual concerned in the article.
6. We will only use images of players who are suitably dressed.
7. Parents should note that websites can be viewed throughout the world and not just in the United Kingdom, where UK law applies.

### Notes on Use of Images by the Media

If you give permission for your child's image to be used by the media then you should be aware that:

- The media will want to use any printed or broadcast media pictures that they take alongside the relevant story;
- It is likely that they will wish to publish the child's name, age and the club name in the caption for the picture (possible exceptions to this are large group or team photographs);

It is possible that the newspaper will re-publish the story on their website, or distribute it more widely to other newspapers.