



## Photography: Permission Guidelines

### Photographs and images of children

There have been concerns about the risks posed directly and indirectly to children and young people 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 with personal information, for example, - this is X who is a member of the Melksham Gymnastic club and who likes Westlife. 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.

Sporting organisations and clubs need to develop a policy in relation to the use of images of children and young people on their web sites and in other publications. The sport will need to make decisions about the type of images they consider suitable and that appropriately represent the sport, without putting children at increased risk. You should ensure that parents support their policy. 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.

If sporting organisations are aware of the potential risks and take appropriate steps the potential for misuse of images can be reduced.

The CPSU would advise sporting bodies to:

- Consider using models or illustrations if you are promoting an activity.
- Avoid the use of the first name and surname of individuals in a photograph. This reduces the risk of inappropriate, unsolicited attention from people within and outside the sport.

Easy rules to remember are:

- If the athlete is named, avoid using their photograph.
- If a photograph is used, avoid naming the athlete.
- Ask for the athlete's permission to use their image. This ensures that they are aware of the way the image is to be used to representing the sport. An Athletes Permission Form is one way of achieving this.
- Ask for parental permission to use an image of a young person. This ensures that parents are aware of the way the image of their child is representing the sport. A Parental Permission Form is one way of achieving this.
- Only use images of athletes in suitable dress to reduce the risk of inappropriate use. With regard to the actual content it is difficult to specify exactly what is appropriate given the wide diversity of sports. However there are clearly some sports activities - swimming, gymnastics and athletics for example when the risk of potential misuse is much greater than for other sports. With these sports the content of the photograph should focus on the activity not on a particular child and should avoid full face and body shots. So for example shots of children in a pool would be appropriate or if poolside, waist or shoulder up.
- Create a recognised procedure for reporting the use of inappropriate images to reduce the risks to athletes. Follow your child protection procedures, ensuring both your sports child protection officer and the Social Services and/or Police are informed.

## First steps and things to think about...

Establish the type of images that appropriately represent the sport for the Web and other media. Think about the level of consideration you give to the use of images of athletes in other publications, for example, the processes involved in choosing appropriate images for the newsletter or magazine. Apply an increased level of consideration to the images of children and young people used in the web site.

### Guidelines for Use of Photographic Filming Equipment at Sporting Events:

- 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.
- Inform athletes 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 athletes or one to one photo sessions at events.
- Do not approve/allow photo sessions outside the events or at an athlete's home.
- If parents or other spectators are intending to photograph or video at an event they should also be made aware of your expectations.
- Spectators should be asked to register at an event if they wish to use photographic equipment.
- Athletes and parents should be informed that if they have concerns they can report these to the organiser.
- Concerns regarding inappropriate or intrusive photography should be reported to the event organiser or official and recorded in the same manner as any other child protection concern.

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## Principles:

- The interests and welfare of children taking part in events 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.
- Images should convey the best principles and aspects of sport, such as fairness and safety (for example children should be seen wearing the safety equipment required by the relevant sport).
- 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.
- With adequate negotiation and planning it is possible to meet the welfare/protection/rights needs of young competitors and facilitate the making of appropriate images for a range of purposes.