



Using images of young people for publication, promotion or coaching

CPSU Guidance

Sports organisations and clubs benefit from using images of young participants to promote and celebrate activities, events and competitions. Some coaches also find it helpful to use photographs or videos as a tool to support a young athlete's skills development.

However, the use of photos and videos on websites and social media, and in posters, the press or other publications, can pose direct and indirect risks to children and young people if not managed correctly.

Organisations wishing to use or permit the use of images of children involved in their activities must therefore have a policy in place to safeguard them. You'll also need to consider whether **parental permission for photography** should be sought, and take **storage and privacy** considerations and additional concerns about **talented young athletes** into account.

Minimising the risks

- think carefully before using any images showing children and young people on your website, social media or other publications
- choose images that present the activity in a positive light, and promote the best aspects of the sport and organisation
- don't supply full names of children along with the images, unless:
 - it's considered necessary – such as for **elite young athletes**
 - it's in the child's best interests
 - the child and parent have consented
- only use images of children in suitable dress or kit, including recommended safety wear such as shin pads or gum shields
- activities such as swimming, gymnastics and athletics present a higher risk for potential misuse than others, so images of these activities should:
 - Focus on the activity rather than a child



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- avoid showing the full face and body of a child – instead show children in the water, or from the waist or shoulders up
- avoid images and camera angles that may be more prone to misinterpretation or misuse than others
- consider using models or illustrations if you are promoting an activity, rather than the children who are involved in it
- provide coaches who use images of athletes as part of their training with clear guidelines by which they are required to comply, including: use of the images, consents, and **retention, safe storage and confidentiality**

Using official or professional photographers

You should establish and clarify many of these points as part of the commissioning or contracting process:

- inform parents and children that a photographer will be in attendance
- ensure parents and children consent to both the taking and publication of films or photos – see our sample **filming and photography consent form**
- check the photographer's identity, the validity of their role, and the purpose and use of the images to be taken
- issue the photographer with identification, which must be worn at all times
- provide the photographer with a clear brief about what is considered appropriate in terms of image content and their behaviour
- clarify areas where all photography is prohibited (toilets, changing areas, first aid areas, and so on); for more on this, click on the 'Mobile phones and cameras in changing rooms' tab above (or below, on mobile devices)
- inform the photographer about how to identify – and avoid taking images of – children **without the required parental consent** for photography
- don't allow unsupervised access to children or one-to-one photo sessions at events
- don't allow photo sessions away from the event – for instance, at a young person's home



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- clarify issues about ownership of and access to all images, and for how long they'll be retained and/or used

Responding to concerns

All staff, volunteers, children and parents should be informed that if they have any concerns regarding inappropriate or intrusive photography (in terms of the way, by whom, or where photography is being undertaken), these should be reported to the event organiser or another official.

There must be a safeguarding procedure in place to ensure that reported concerns are dealt with in the same way as any other child-protection issue.

Ensure that your club or event organiser, or lead child protection or safeguarding officer is informed. Concerns about professional photographers should also be reported to their employers.

If there are concerns or suspicions about potentially criminal behaviour this should include referral to the police.

When to seek parental permission

Close-up images

- seek parents' consent to take and use images of individual or smaller groups of participants in which their child would easily be recognisable – you can adapt our **filming and photography consent form** template to suit your organisation
- let parents know how, where and in what context an image may be used – for example, on a public website, through social media or in a printed resource
- make parents aware of your policy on using children's images, and of the way these represent the organisation or activity
- complete a parental consent form for use of images of children, possibly as part of the process for registering and consenting the child's participation in the activity or event



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- ask for the child's permission to use their image – you could have them fill in a **permission form** to ensure they're aware of how the image may be used

General images of events

At many events, organisers will wish to take wide-angle, more general images of the event, the site, opening and closing ceremonies, and so on.

It's usually not reasonable, practical or proportionate to secure consent for every participating child in order to take such images, or to preclude such photography on the basis of the concerns of a small number of parents.

In these circumstances, organisers should make clear to all participants and parents that these kinds of images will be taken, and for what purposes.

What to do when parental consent is not given

Organisers have a responsibility to put in place arrangements to ensure that any official or professional photographers can identify (or be informed about) which children should not be subject to close-up photography.

This could involve providing some type of recognisable badge, sticker or wrist band, and/or a system for photographers to check with the activity organiser and/or team manager to ensure its clear which groups or individuals should not feature in images.

Secure storage of images

Images or video recordings of children must be kept securely:

- hard copies of images should be kept in a locked drawer
- electronic images should be in a protected folder with restricted access
- images should not be stored on unencrypted portable equipment such as laptops, memory sticks or mobile phones



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Avoid using any personal equipment to take photos and recordings of children – use only cameras or devices belonging to your organisation.

If you're storing and using photographs to identify children and adults for official purposes – such as identity cards – ensure you comply with the legal requirements for handling personal information. For guidance on the Data Protection Act and other privacy regulations, visit the [Information commissioner's office \(ICO\)](#) website.

Talented young athletes

As young athletes progress up the competitive ladder, their sporting success can lead to an increased public profile:

- elite-level events are more likely to take place in a public arena
- event organisers and sports governing bodies will look to positively promote their sport
- elite young athletes who receive endorsements or sponsorship may welcome positive media coverage on a local, regional or national level

In these cases, some aspects of our guidance around the use of images and publishing identifying information are neither practical nor desirable.

However, organisers retain their duty of care to these athletes and a responsibility to safeguard them. They must ensure that the athletes and their parents' consent to images being taken and what information will be published alongside them. And it's important that our other good-practice guidance regarding supervision and the nature and use of images is still applied.

In addition, athletes, their parents and media representatives need to be clear about appropriate arrangements and ground rules for interviews, and for filming and photo sessions. Sports organisations should help to manage these issues as part of their overall [support of elite athletes](#).



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Photography and Filming consent form

Updated October 2017

In accordance with our Safeguarding Policy, Photography Guidance and Photography and Video Advice (CPSU) we will not permit photographs, video or other images of young people to be taken without the consent of the parents/carers and the child.

The (organisations name) will follow the guidance for the use of photographs and videos, a copy of which is available from (member of staff responsible).

The (organisations name) will take all 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 (insert organisations name) immediately.

Consent information:

To be completed by parent/carer:

- I consent to (organisations name) to utilize my son/daughter's name, voice, statements, photograph, image, likeness, actions in any live or recorded form (including, but not limited to, any form of photography, video, display, web content or other transmission or reproduction), in whole or in part, for promotional, training, assessment my child (child's name)
- I can confirm that I have read, or been made aware of, the organisation's **photography and videoing policy**.
- I can confirm that I have read, or been made aware of how the organisation's will use these images or videos in future and how these images or videos will be stored within the organisation.
- I understand that consent is last for one whole year, unless stated otherwise and that if I wish to remove my consent I must contact (organisations name) directly.

To be completed by child:

- I (child's name) consent to (organisations name) photographing or videoing my involvement in *sporting activities*.
- I confirm that I have read, or been made aware of, the organisation's photography and videoing policy.

Signature of child/young person :



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Print name child/young person:	
Date:	
Signature of parent /carer:	
Print name parent/carer:	
Date:	

Data Protection Act 1998

The above act was introduced to regulate personal data either held on computer or within a manual filing system. It is our responsibility to ensure that the documentation held is relevant, accurate and where necessary, kept up to date. Any data held shall be processed fairly and lawfully and in accordance with the rights of data subjects under the Act. You will have the right, upon written request, to be told what personal data about you is being processed. You will also have the right to be informed of the source of the data and to whom it may be disclosed.

The data collected on this form will be used solely for use by (organisations name) during the (insert event name) where your son/daughter is participating in and will not be shared with any 3rd party.

If you have queries regarding data protection please contact Basketball England's Head of Governance at:

Melissa.hague@basketballengland.co.uk