



Digital Photography and Image Policy

Updated Sept 2021 - Version 4

Moss Bank Junior Football Club takes seriously its responsibility to protect and promote the safety and welfare of our players. We recognise this responsibility extends to how we manage the use of still and video images of players and have put in place appropriate measures.

Photography and videography in football is subject to the Data Protection Act 1998 regarding the rights of individuals to have information of a personal nature treated in an appropriate manner and the Human Rights Act 1998, protecting the privacy of individuals and families. As well as these statutory rights, restrictions on photography arise from issues of safeguarding and copyright in performances. Moss Bank Junior Football Club recognises that it is difficult to balance the benefits of having photographic records of the wide variety of events that take place day to day in the club's environment, whilst also appropriately protecting the individuals associated with the club.

Regularly we may wish to capture video or photographs of players. These images or videos may be used on our website, in printed materials such as match day books, or on the club's social media accounts, such as Twitter, YouTube, MOSSBANKTV, Facebook and Instagram. There may also be times when our club is visited by members of the press or media who will take photographs or film footage. Players will often appear in these images which may appear in local or national newspapers or on televised news programmes.

Please note that websites can be viewed throughout the world and not just in the United Kingdom where UK law applies. We inform all parents and carers when a player is joining Moss Bank Junior Football Club that their images may be used in marketing and promotional material produced by Moss Bank Junior Football Club. Parents, carers must sign/opt in to a consent form on iteammate. Any parent or carer who do not wish for their images to be used in this capacity, for any reason, may opt out by informing the club in writing or via iteammate opt out option.

Where parents/carers have opted out, we take steps to ensure their child's image is not identifiable in any of our materials. Moss Bank Junior Football Club will use reasonable judgement when using images for the progression of the club and its players whilst always respecting the wishes of the individual and their parents.

Use of Digital and Video Images

The development of digital imaging technologies has created significant benefits and allowing staff and player's instant use of images that they have recorded themselves or downloaded from the internet. However, staff and players need to be aware of the risks associated with sharing images and with posting digital images on the internet. Those images may remain available on the internet forever and may cause harm or embarrassment to individuals in the short or longer term. There are many reported incidents of employers carrying out internet searches for information about potential and existing employees.

Moss Bank Junior Football Club will inform and educate users about these risks and will implement policies to reduce the likelihood of the potential for harm:

- When using digital images, staff should inform and educate players about the risks associated with the taking, use, sharing, publication and distribution of images. In particular, they should recognise the risks attached to publishing their own images on the internet e.g. on social networking sites.
- Staff Volunteers are allowed to take digital / video images, using Moss Bank Junior Football Club equipment, to support educational aims, but must follow the club's policies concerning the sharing, distribution and publication of those images.
- Care should be taken when taking digital / video images that players are appropriately dressed and are not participating in activities that might bring the individuals or the school into disrepute.
- Players must not take, use, share, publish or distribute images of others without their permission
- Photographs published on the website, or elsewhere that include players will be selected carefully and will comply with good practice guidance on the use of such images.
- Players full names will not be used anywhere on a website or blog, particularly in association with photographs.
- Moss Bank Junior Football Club will not use publically or externally images of players whose parents or carers have opted their children out.
- Moss Bank Junior Football Club staff must report any concerns relating to any inappropriate or intrusive photography to the Safeguarding Welfare Officer.
- Moss Bank Junior Football Club staff must not use any images that are likely to cause distress, upset or embarrassment.
- Photographs taken by staff during game or on tours and tournaments may be used within the club to illustrate the work of the club except in cases where the parent/carer has opted their child out.
- Copyright and use of photographs is carefully controlled by and retained safely by the club
- Photographs held by the club must be annotated with the date on which they were taken and stored securely.
- Cameras and mobile phones are prohibited in the toilet areas.

Photography by and of Club Volunteers

Photographs of staff members may be used by the club for promotional materials. Volunteer members also have the right to opt out of these uses, but must inform the Club Secretary.

Photographs by Other Authorised Agencies

- The involvement of other agencies can only be authorised by the Club Secretary.

Other agencies may include:

- Reputable commercial photographers, commissioned by the Club Secretary. The law allows them to retain the copyright of photographs they take.
- The press and other media. Copyright rests with the photographer.

The purpose of the pictures must be explained to the parents or players themselves (if over school leaving age) and written permission must be sought.

Players must not be photographed for these purposes under any circumstances unless written permission has been obtained.

Parents should be made aware that, when team or group photographs are taken by a commercial agency, the photographer retains the copyright. They should be given contact details of the agency used.

Photography by parents

Parents are not covered by the Data Protection Act 1998 if they are taking photographs or making a video recording for their own private use. The Act does not therefore stop parents from taking photographs or making video recordings at training or football matches. Parents are not permitted to take photographs or to make a video recording for anything other than their own personal use (e.g. with a view to selling videos of an event). Recording and/or photographing other than for private use would require the consent of the other parents whose children may be captured on film. Without this consent the Data Protection Act 1998 would be breached. Data protection considerations aside, it is possible to consider banning all filming/recording/photography of organisational training and matches if you believe that this is appropriate. We believe, however, that many parents would consider it to be over-cautious to impose such a ban and we would not recommend this course of action. Should you wish to impose such a ban we would advise you to take legal advice in order to ensure that the correct steps are taken whilst acknowledging that such a ban would be difficult to enforce. The important aspect is to be sure that people with no connection with Moss Bank Junior Football Club do not have the opportunity to film covertly. Ask your coaches/club officials to be aware of anyone they do not recognise who is using a camera or video recorder at training or football matches.

Photography in football traditionally forms an enduring part of each family's record of their child's progress and a celebration of success and achievement as well as being an established social practice. Where practical, arrangements can be made to allow photographs to be taken by parents and other guests attending club events. Photography must not be allowed to upset the performance or smooth running of the event or affect the health and safety of players and others.

When a parent does not agree to their child being photographed, the Club Secretary or a member of the senior management team must inform staff and make every effort to comply sensitively. Parental photography must not include any child whose parent has refused consent for any reason. This may necessitate offering photography opportunities before or after the event of those who are authorised to be involved.

Parental photography is secondary to the main aims and purposes of performances and must not be allowed to interfere with the opportunities for player participation.

Players Photography

Players will photograph each other extensively during certain activities especially at presentations and tournaments. Coaches/Managers should maintain the supervision and management control expected in their "duty of care" role, they must ensure they inform all players of the expectations with regard to photographing their peers.

Players should be educated about acceptable behaviour when photographing their peers.

There may be incidents where players take inappropriate photographs, perhaps showing friends and other players inappropriately dressed. Staff must endeavour to discourage this practice, as it is open to abuse, but ultimately parents are responsible for monitoring their child's use of personal cameras and subsequent use of images involved.

Looked After Children/Adopted/Child Protection Children Photography

Where children are "Looked After" coaches must check consent on the corporate parent's behalf with the social worker, and there may be other situations, (in adoption placements or following a resettlement from domestic violence for example), where a child's security is known by the class teacher to be at stake, indicating the need for extra care. Carers must let their respective coaches know of any reasons a Child Looked After or Adopted Children are opted out of the consent of photography. In the case of opposing teams Moss Bank Junior Football Club assume that all clubs have their own Digital Photography Policy and that parents/carers have been made aware and have opted in or out of their clubs policy in regards to photographs being taken of players and used for PR, celebration, etc. If a parent/carer as opted out then you need to inform a Moss Bank Junior Football Club official on arrival and your team will not be included in any match day photography.

Opposing Teams

Moss Bank Junior Football Club assume that opposing clubs/teams as of the FA directive on photographing and videoing have their own Digital Photography Policy and that parents have been made aware and have opted in or out of their policy in regards to photographs being taken of players and used for PR, celebration, etc as of our Digital Photography and Image Policy. If a parent/carer as **opted out then you need to inform a Moss Bank Junior Football Club official on arrival and your team will not be included in any match day photography.**

Away Games

If any Moss Bank JFC team are playing away games and wish to take photographs of their team/children please ask permission of the away team coaches and also check away teams Digital Image Policy.

Policy Review

This Policy will be reviewed regularly and updated accordingly. If you have any queries on the Policy and would like to suggest input then please email andrew.kearney@mossbankjfc.co.uk. All previous Policy versions are stored electronically for reference.

Videoing as a Coaching Aid

On occasions the Club may wish to video a game or training session using video equipment as a legitimate coaching aid. However, performers and their parents/carers should be made aware that this is part of the coaching programme and their consent obtained. The recorded images would only be shared with parents via a closed social media site and only if prior consent has been received. This might be a Go-Pro or similar device and also coaches who

are undertaking UEFA B license which require coaching footage of their practice. Again, this will be consented prior to the session.

Marketing/Club Press Officer

Andrew Kearney is the named officer and he will be a regular at training, matches and functions at Moss Bank Junior Football Club taking photographs for the use for publicity, marketing and celebrations of Moss Bank Junior Football Club. These photographs will be taken via a mobile phone/camera or tablet and will be uploaded on a secure Moss Bank Folder – encrypted and password authorised. Images will be deleted thereafter from any devices. He is also the sole access point for all Twitter, Instagram, Website and Facebook club accounts and he will regularly update particularly the Social Media outlets daily to promote the celebration of the club and its players. If you have opted out of allowing your child not to be photographed for all the above then please inform him so that he can omit any photographs of players and action shots. He has a full DBS and also represents the club at coaching level. Occasionally he will be assisted by our official professional club photographer Michael Byrne who will take professional pictures of players and action shots. Again, if you have opted out of wanting your child photographed please raise this with our Marketing Officer. Please see photograph below of the Andrew Kearney and Michael Byrne for reference.

ANDREW KEARNEY

MICHAEL BYRNE – PHOTOGRAPHER CAT WHELAN –
CLUB PHOTRAGHER



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