

## Kilcoole AC Photography and Use of Images Policy

The Filming and Photography policy is not about preventing parents/guardians and supporters from taking pictures, but rather to ensure that only those who have a right to take photographs do so. Taking photographic and filming/video footage at Events (see definition below) of children or young people is a normal activity for a sporting organisation.

This policy proposes safeguards so as to minimise the inappropriate use of images. Throughout this policy the use of the word 'image' refers to all photographic and film/video footage. The term 'event' may include competition, training session, social function or any activity organised at any level of the sporting body.

1. When parents/guardians register their children as a member of Kilcoole AC they are granting their consent for the possible taking and publication of photographs and video footage of their children in the promotion of the club and the sport and the use of such imagery in line with the club Guidelines outlined below

Additionally parents/guardians should be advised that the club or event that their child is attending may record and/or take photographs for the promotion of the sport within the club, county, province or national event.

2. Types of appropriate images: Only use appropriate images of children: Posed images e.g. medal ceremonies, presentations and team shots should be of children wearing tracksuits or t-shirt and shorts Action shots of children may be used where the focus is on the participation in the sport and not the child Images of children should not be taken where the pose is inappropriate e.g. open legs; from behind bending over, etc. Flash photography is prohibited for any activities where it affects the performance or may have the potential to cause harm to the participant.
3. Images may be taken for a variety of purposes; these can include administration or personal use, publicising the club and sport or enhancing skill development within the sport. Persons taking images are reminded that some action poses may be inappropriate and not suitable for use/publication.
  - a) Personal images – these are images taken by parents/guardians or other family members during an event as a celebration of a young person's attendance or achievement. This could include a professional photographer with permission to take images for the personal use of those attending. Other people may be included in an image and we expect parents/guardians and other family members to respect this by not distributing images publically.

- b) Training images – these are images or footage taken during a training sessions or during an event specifically to aid the development of a skill or technique for the young person. We expect these images to be taken by a qualified coach or a person specifically appointed by the young person’s coach. These images may be used as examples of technique or mastery of a skill for teaching/coaching purposes. These types of images should not be distributed outside teaching/coaching purposes.

- c) Media images – these are images taken by an individual from the media, i.e. TV, newspaper or professional photographer where the images are to be used for publicity or promotion of the event or future events.
- d) Administration images – these are images taken for general administration purposes; including images used for membership cards, competition entries and may also include images that form part of an archive. Use of images on social media Where images of young people are used on social media the person responsible for posting an image must be aware of the potential for an image to be used inappropriately and safeguards must be in place to protect young people:
  - i) Personal details of a young person should not be given
  - ii) Any caption should be in keeping with the sport represented
  - iii) The purpose of the posting should not breach the codes of conduct
  - iv) The type of image should not breach any requirement stated within this policy  
Announcement at events regarding taking and the use of images  
The following announcement should be read out at the start and during an event to ensure everyone is clearly aware of the policy: “All persons wishing to take photographs or film footage at this event must first register their device(s) with.... Please note photographic identification will be required as proof of identity. (Company) has been authorised to take photographs of individuals in accordance with our policy.”

#### 4. Storage of Images.

Storage includes any image stored as a hard copy or electronically including social media, photographic archives or individual personal databases e.g. personal cameras, phones, etc. Storage of personal images is a matter for the parent/guardian and the child/young person. All other images should only be stored for defined and intended purposes e.g. membership, promotion, and/or archiving.

If storage of images is required the images must only be stored for the length of time for which they are needed. If possible, avoid using the names of children, or any other identifying feature. Once images are no longer required ensure that they are properly destroyed.

Digital images stored on computer systems need to be fully deleted, including deletion from the cache memory/temporary files.

#### 5. Reporting of Inappropriate Images/ Taking inappropriate images.

If there is any concern about the nature of images being taken this should be reported to the responsible/mandated person (AAI Child Welfare Manager/National Children’s Officer) who will refer to the statutory authorities. The concerned individual may also

report directly to the statutory authorities. Statutory authority details can be found in the AAI Code of Ethics & Good Practice for Children.

Non-authorized taking of images .If you are concerned about individual taking images at an event you should verbally report your concerns to the relevant responsible person on the day. A responsible person may be the children's officer, head coach, event manager, event

controller or facility manager. This may include, if necessary, reporting the non-authorized taking of images to the appropriate statutory authorities. The responsible person will identify the person and check if their device is registered for the event. If not registered, the person must be asked to register their device, with appropriate identification. If the person is not willing to register their device they should be asked to leave. Where the event is open to the public e.g. where only part of the facility is being used, it will be necessary to report non-authorized taking of images to the facility manager. If there is any concern about the nature of images being taken this should be reported to the responsible/mandated person (AAI Child Welfare Manager) who will refer to the statutory authorities.

**Inappropriate use of images** Where there is a concern about the use of images this should be reported to the responsible person who will take appropriate action. This will include reporting the alleged use to: The parent/guardian of any young person involved  
The person responsible for posting the image  
The media platform i.e. twitter, Facebook, WhatsApp, Instagram, print media etc. The statutory authorities  
Inappropriate use of images may result in a complaint/disciplinary procedure against those involved within the NGB – see policy. Where there is a concern about the publication of an image in local or national newspapers you should contact the individual newspaper or the Press Council of Ireland and the Office of the Press Ombudsman – website <http://www.presscouncil.ie/> telephone: lo-call 1890 208 080, email: [info@pressombudsman.ie](mailto:info@pressombudsman.ie)

## 6. Installation of CCTV in a facility

The use of CCTV is a positive step in safeguarding facility users. The knowledge of potential blind spots, access to and use of images and the procedure for dealing with incidents or misbehaviour is important for Clubs. Information regarding the presence of CCTV within a facility should be available to members/parents. The Club should have a copy of the facility's policy regarding the use of CCTV and access to images – this may form part of the Club/Facility agreement. Queries regarding the use of CCTV are a matter for the facility/operating company – if a query arises during a Club session the Club may wish to deal with this as it is the Club that has the agreement with the facility. The following should be noted: Who in the facility has day to day responsibility for the system and operation of the CCTV? The number of cameras located in the specified areas Are any spectator areas covered (i.e. can someone misbehaving in this area, or indeed an individual regularly turning up for less than innocent viewing purposes be monitored?) Any sections of the facility that cannot be monitored – if these areas are easily identified by anyone with intent it would be important to know in order to be

extra vigilant. Who, during sessions, is responsible for monitoring the cameras and what is the policy for dealing with any perceived misconduct or incidents viewed at the time  
Who has access to the password protected files? The important fact to remember is that CCTV does not replace vigilance and proper supervision as required by the National Governing Body.