

PHOTOGRAPHY/ STREAMING / IMAGERY

UPDATED MARCH 2022



Positive images of young people enjoying hockey are essential to promote the sport and a healthy lifestyle.

Parents/carers want to celebrate the achievements of their children through photographs and recorded images. Use of recorded images can also be a valuable coaching aid. England Hockey is committed to providing a safe environment for all young people and it is therefore committed to ensuring that all necessary steps are taken to protect young people from the inappropriate or uninformed use of their images in resources and media publications, on the internet, and elsewhere.

Photographic and recorded images can also be used as a means of identifying young people if accompanied by personal information. Additionally, images can be used or adapted for inappropriate use. This includes any device that is equipped to capture and record images (e.g. digital camera,

video recorder, mobile phone, tablet etc) both live and delayed.

A clear statement should be written, publicised and promoted for all hockey activities, which includes 'the interests and welfare of young people taking part in hockey is paramount'. The use of posters identifying 'no camera zones' in changing rooms and the promotion of positive imagery can help to protect young people but consider how visible and accessible this information is. If using hired facilities, it may not be possible to put up posters around the pitch and in changing rooms – consider how to communicate these messages to members.

Whilst we want to promote positive and appropriate use of images, we must also be aware that some young people will be subject to legal proceedings and in some cases, restrictions will be in place to ensure the young person is protected. In this circumstance, gain consent and information from the parent / guardian and work with them to make sure appropriate measures are in place. Also agree who 'needs to know' this information, so that you are compliant with the arrangements.

Protecting the Identity of Young People

It is essential to protect the identity of young people when using images on websites, social media,

promotional material etc. Ensure that the personal details of a young person are not connected to an image – for example don't use a young person's full name, age and location in conjunction with their image.



Mickey Mouse
Age 14
Disney World



Mickey

When taking and/or publishing photographic and recorded images of young people, written consent from both the young person and their parent/guardian must be gained. (See [template](#) for more information). Consent forms must clearly detail the intended collection and use of photographic/recorded images (e.g. for promotional use, coaching aids etc.) and how collected images will be stored.

Encourage the reporting of inappropriate use of images to the welfare officer, so that the circumstances can be investigated, and appropriate action taken.

Ensure that young people are in appropriate dress when taking photographic/recorded images – this will reduce the risk of inappropriate use. Images should focus on the activity rather than the young person.

Communicate your policy on imagery to all parents / guardians so they know how any images taken will be used i.e. no identification / newsletter only / website.

Recorded images

Recorded images are commonly used for coaching purposes or as evidence for exam boards during GCSEs & A Levels. When filming young people in hockey it is important that you make others aware of your intentions including the purpose of filming, how the images will be used and stored

and what will happen to the footage once its need has been fulfilled. If you are filming a match, inform the opposition the reasons for filming and ask for consent to film. Make other young people and their parents/carers/guardians aware of the purpose and gain their consent to be filmed.

Live streaming is becoming an increasingly popular way of sharing content. Live streaming involves broadcasting a live video to an audience over the internet using a device such as a mobile phone or tablet – this could be to a single person or a wider audience. Unlike recorded images, live videos are uncensored and can't be edited. When used in a positive way, live streaming can be a great tool in sport. However, it can be unpredictable and hard to moderate. For further information visit www.thinkuknow.co.uk/parents or click [here](#) for more advice on live streaming.

Club/ Event Photographers/ Videographers

The use of official club/event photographers/ videographer is a great way of taking professional images reflecting the positive and inclusive nature of hockey. Club/event photographers do not fulfil the requirements of regulated activity in relation to DBS checks (see EH DBS guidance here). However, when photographers/videographers are used to capture images of young people, it is important to agree good practice between the club and photographers/videographer to ensure that all parties are protected.

When young people are being photographed/ filmed, consider the following:

- Make sure club/ event photographers/ videographers are easy to identify – photography/ filming bibs are often the easiest way to make official photographers/ videographers identifiable.
- Have a 'sign up' system for registering official club photographers/ videographers so you know who they are and what the purpose of them taking photographs/ footage is. This might apply to a club photographer or local newspaper reporter / photographer.



- Make sure photographers/ videographers are not left alone unsupervised with young people
- Don't allow photo/ filming sessions to take place outside of the club/ event or at the home of a young person
- Encourage positive photography/ filming to celebrate the achievements of young people
- If playing in a game, make the opposition aware that you have an official photographer/ videographer on site and the reasons for doing so (e.g. filming the game for coaching purposes)
- Consider who holds the photographs/ footage and how they are stored – who has access to these?
- Agree where photographs/ footage will be published – notice boards, website, local newspaper etc.
- Understand their policy on retention and deletion of images.
- Agree positive good practice for your club and share this with photographers/ videographers – including a list of do's and don'ts

This list is not exhaustive.

You cannot control every aspect of photography, most people now have a camera on their phone, however you can promote positive and appropriate use. You can and should challenge inappropriate use.

Storage of Consent Forms and Images

As consent forms contain sensitive information, they should be stored appropriately in conjunction with the General Data Protection Regulation (GDPR). Consider how these forms are stored and for how long. You will also need to consider who you give access to these forms.

Similarly, you need to consider how you store photographic/recorded images.

- Who has access to these?
- How are they accessible?
- Where are they stored?
- You also need to consider where these images are displayed - are they public or private?

- Once an image is posted on a public site it will be accessible outside of your club.
- Further information on storage of images and data can be found [here](#).

Visibility of Policy and Procedures

England Hockey has a variety of positive messaging templates that can be used by clubs to promote the use of positive photography.

- No camera zone - designed for changing room use
- Positive imagery - designed for spectators, poster that can be displayed pitchside to promote positive imagery and respect for other people's children's images.
- Changing rooms

