

Appendix 9

Photographic Image Guidelines

Using photographs and videos of children and young people in golf for publication, promotion, press, or for coaching purposes.



Golf clubs benefit from using images of young participants to promote and celebrate activities, events and competitions. Parents and children generally welcome opportunities to celebrate or publicise their achievements. Golf Instructors may want to use photographs or videos as a tool to support a young golfer's skill 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.

What are the risks?

Children may be identified, located, groomed or contacted

Including the child's personal identity (full name, address) can make them identifiable and therefore vulnerable to individuals looking to locate, contact and 'groom' children for abuse.

Even if these details are kept confidential, any other details accompanying the images (such as the organisation, school or club they belong to, or their favourite sports person or team) can also be used to groom the child.

This also increases the risk of identification of, and contact with, a child by someone in circumstances where there are legal restrictions or this could otherwise be potentially harmful. For example if the child is in statutory care or placed in an adoptive family; or where it is potentially dangerous to reveal the child's whereabouts to an estranged parent due to previous concerns about domestic violence.

Taking or producing inappropriate or illegal images of children

Photo or video content may themselves be inappropriate (for example images of children changing); or images may be used inappropriately, or out of context. Images can easily be copied and adapted, perhaps to create child abuse images, which can then find their way into the public domain on websites or social media.

Potential impact on children affected

The effects on children and young people of grooming or sexually abusive experiences can be devastating and life changing. Young people who have experienced online grooming or whose images have been misused and/or shared through social media often find this as traumatic and damaging as other, more direct, forms of sexual abuse.

There have been instances where identification of children through images and information appearing in public media have resulted in the breakdown of children's foster or adoptive family placements due to the intervention of adults who have subsequently traced them.

Some children have also been put at risk when identified and traced by adults (known to them or not) with bad intent.

How can the risks be minimised?

- Think carefully before using any images showing children and young people on your website, social media, or in your publications.
- Establish the type of images that present the activity in a positive light and promote the best aspects of the sport and organisation.
- Avoid supplying the full name(s) of the child or children along with the image(s), unless this is considered necessary, is in the child's best interests, and the child and parent have consented.
- Only use images of children in suitable dress/kit.
- Where possible images of these activities should:
- focus on the activity rather than a particular child
- 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 actually involved in it.
- Link to guidance on talented young athletes and open, public sites (below)
- Provide coaches who wish to use images of young athletes for development purposes with clear guidelines they are required to comply with. Cover: consents, retention, safe storage, confidentiality, and use.
- The term "grooming" refers to the process of a potential abuser using their knowledge of and/or relationship with a child to manipulate the child (and often adults around them) in order to create opportunities for sexually abusive behaviour.

What to do when using official/professional photographers

- Ensure that children and parents are aware that a photographer will be active at the event, and consent has been obtained.
- Check the photographer's identity, the validity of their role, and the purpose/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 (as above)*.
- Clarify areas where all photography is prohibited (toilets, changing areas, and so on)
- Inform the photographer about how to identify and avoid taking images of children without the required parental photography consent (this will depend on the process in place at each event) *.
- Do not allow unsupervised access to children or one-to-one photo sessions at events*.
- Do not allow photo sessions away from the event, for instance at a young person's home*.

- Clarify issues about ownership of and access to all images, and for how long they will be retained and/or used*(establish/clarify during commissioning/contracting process).
- Do I need parental permission?

Close up images

Organisers should seek parents' consent to take and use images of individual or smaller groups of participants in which their child would easily be recognisable.

Parents should understand 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).

They should be aware of and support your policy on using children's images, and of the way these represent the organisation or activity.

This can be recorded on 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/event.

You should also ask for the child's permission to use their image. This ensures that they are aware of the way the image is to be used to represent the activity. A children's permission form is one way of recording their consent.

Examples of consent forms are available on the Child Protection in Sport Unit website.

When using a photographer (even if this is undertaken by someone already involved in the club or activity) inform parents and children that a photographer will be in attendance and ensure they consent to both the taking and publication of films or photos.

General (e.g. wide angle) images of events

At many events organisers will quite reasonably wish to take wide angle, more general, images of the event, site/s, opening and closing ceremonies, and so on. It is usually not reasonable, practical or proportionate to secure consents 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 (before and during the event) make clear to all participants and parents that these kinds of images will be taken, and for what purposes.

Talented young athletes

As young athletes progress up the competitive ladder within their sport, elite level events are increasingly likely to take place in a public arena. Event organisers and sporting organisation will quite reasonably seek publicity to positively promote their activity, and elite young athletes receiving endorsements or sponsorship may well welcome positive media coverage on a local, regional or national level.

In this case some aspects of the guidance around the use of images detailed above (for example avoiding the inclusion of names and some other personal details alongside

photographs) are neither practical nor desirable. Organisers retain their duty of care to these athletes and a responsibility to safeguard them, and must ensure that parents and young athletes understand and consent to images being taken and information used in these circumstances.

It is important that other practice guidance (for example about the nature, content and use of images; and about ensuring that photography sessions are supervised) are still considered and applied. It is important for the golfers, their parents and media representatives to be clear about appropriate arrangements and ground rules for interviews, filming and photo sessions.

When parental consent is not given

Organisers have a responsibility to put in place arrangements to ensure that any official/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 (perhaps a different colour to 'consented' young people – ideally something easily recognisable but not stigmatising for the child), and/or a system for photographers to check with the activity organiser and/or team manager to clarify which groups or individuals should not feature in images. It must be emphasised to any photographer that the use of images with these 'unconsented' children included will not be permitted.

How should I respond 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 an appropriate safeguarding policy and procedure in place to ensure that any reported concerns are dealt with in the same way as any other child protection issue, ensuring that your club/event or lead child protection or safeguarding officer is informed. If there are concerns or suspicions about potentially criminal behaviour this should include referral to the police.

Concerns about professional photographers should also be reported to their employers.

Visit www.thecpsu.org.uk for further information on;

- Photography by parents/spectators at events
- Photography in changing rooms/showers

Information adapted with permission from the Child Protection in Sport Unit

