

Crewe Alexandra Football Club



Photography and Digital Images Policy

Approved by	Version	Issue date	Review date	Contact person
Board	6	July 2023	July 2024	Paul Antrobus

1. Position and values

Crewe Alexandra Football Club (CAFC) takes its duty of care for children and young people very seriously and seek to promote the welfare of all participants and 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. Parents and carers should not be prevented from taking pictures of, or filming, their children. These are normal family practices and help mark milestones in a child's life. The introduction of proportionate controls on the use of photographic equipment (cameras, and videos, including mobile phones) is part of general safeguarding good practice within the Club's activities.

Photographs are considered 'personal data' and the consent of parents/carers and preferably also the subject of the photograph should be sought before capturing, sharing or publishing any image where a child can be identified, including the Club website. Photography and the use of videoing in football is also 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. For the avoidance of doubt, these guidelines also apply to live broadcasts on social media or other platforms.

As well as these statutory rights, restrictions on photography arise from issues of safeguarding and copyright in performances. Crewe Alexandra 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

From time to time 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 even on the club's social media accounts, such as Twitter, 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 internationally and not just in the United Kingdom where UK law applies.

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We inform all parents and carers when a player is joining Crewe Alexandra Football Club that their images may be used in marketing and promotional material produced by Crewe Alexandra Football Club. Parents and carers must sign a consent form. 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 contacting CAFC's lead safeguarding Officer (see Appendix 1).

Where parents/carers have opted out, we will take steps to ensure their child's image is not identifiable in any of our materials.

Crewe Alexandra Football Club will use reasonable judgement when using images for the progression of the club and its players whilst always respecting the rights and wishes of the individual and their parents/carers.

Use of Digital and Video Images

The development of digital imaging technologies has created significant benefits and allowing staff and players 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 potentially cause harm or embarrassment to individuals in the short or longer term.

- Crewe Alexandra Football Club will seek to raise awareness of and to 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 are permitted to take digital / video images, using Crewe Alexandra Football Club equipment, to support coaching and 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 partner organisations/providers such as Reaseheath College 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.
- Crewe Alexandra Football Club will not use publicly or externally images of students whose parents or carers have opted their children out.
- Crewe Alexandra Football Club staff must report any concerns relating to any inappropriate or intrusive photography to the Club's Lead Safeguarding Officer.
- Crewe Alexandra 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.

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- Photographs held by the club must be annotated with the date on which they were taken and stored securely.
- The use of cameras and mobile phones is prohibited in changing, showering and toilet areas.

Photography by and of Staff

Photographs of staff members may be used by the club for promotional materials. Staff members also have the right to opt out of these uses but must inform the Club's Senior Safeguarding Manager.

Photographs by Other Authorised Agencies

The involvement of other agencies can only be authorised by the Senior Safeguarding Manager. Other agencies may include:

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

For consent to be fully informed, the purpose of the pictures must be explained to the parents and ideally, even for players who are under 18, the players themselves 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

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 Lead safeguarding Officer will ensure all appropriate staff are informed 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 or asking a parent to delete images where they have inadvertently photographed a child where consent has been withheld (parents/carers may be asked about how they wish this type of breach to be addressed/can assist in these circumstances where appropriate).

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

Players, Scholars and Apprentice Photography

Peer players will often seek to photograph each other during certain activities especially during tour and tournaments. Staff should maintain the supervision and management control expected within their "duty of care" role and must ensure they inform all players of the expectations with regard to photographing their peers.

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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 mobile phones, personal cameras and subsequent use of images involved. Where concerns arise the Club's Lead Safeguarding Officer or another Safeguarding Officer should be informed as soon as possible (see Appendix 1) and any incidents recorded.

Photography in changing areas

A growing number of incidents involving inappropriate or illegal photography of children in changing and shower areas of sports and leisure facilities are being reported.

Some incidents clearly involve an individual with poor intent deliberately targeting a vulnerable child to take and misuse images. These images may be uploaded to social media or shared with other likeminded individuals or groups motivated by sexual interest.

Occasionally, these images are also used to threaten and force the child into harmful activities. Taking and sharing images like this may form part of wider bullying of the targeted young person by other young people, motivated more by a wish to cause humiliation and embarrassment. Even in the context of a shared joke among friends, without abusive intent, a young person taking and sharing inappropriate images may be committing a serious offence and risk criminal prosecution.

It can be difficult to be sure whether someone using a mobile phone is actually taking photos or videoing their environment. In order to deter photography in changing and shower areas, Crewe Alexandra Football Club therefore bans the use of mobiles and other equipment capable of taking images altogether from these areas in order to minimise risks. ban covers participants, spectators, all staff and volunteers.

Reporting procedures

The Club will respond to any concerns which relate to photography or misuse of digital images seriously as potential safeguarding concerns. Where abuse is suspected the individual should not be alerted as this could result in the deletion of evidence. Any concerns should be reported without delay to a safeguarding officer in accordance with the Club's safeguarding policies or to the Police if there are concerns that a crime may have been committed or immediate risk of harm is suspected (see Appendix 1 which provides names of designated safeguarding staff and contact details). See also the Club's Changing Facility Policy.

