



NETBALL SCOTLAND

COMMUNICATIONS
POLICY



NETBALL SCOTLAND COMMUNICATIONS POLICY APPENDIX 4

PHOTOGRAPHY AND FILMING BEST PRACTICE GUIDANCE

Risks Of Sharing Images Online

Sharing photographs and images on social media or other online platforms carries potential risks; particularly for U18s and adults at risk of harm. For example:

- individuals may become vulnerable to grooming if a photograph is shared alongside information that makes them identifiable. This includes: personal details; a tag with location information; visual details such as a school/club uniform
- inappropriate images of individuals may be shared online
- images may be copied, downloaded, screenshot or shared by anyone
- images may be adapted and used inappropriately
- photos or videos may appear in internet search results
- depending on the terms and conditions of using an online platform, the image may be owned by the platform once it has been posted. Platforms may then license images for use by third parties – such as for commercial purposes
- each photo or video, and any comments on them, become a part of a person's public image

Clubs And Local Associations Should Seek To Keep Children Safe

- always seek written consent for photographs or videos of members be posted on social media
- for U12s, parental consent will be sought
- for U18s who are 12 years or older, dual consent from both the parent/care and the young person will be sought
- if consent is withdrawn, taking reasonable steps to remove the photos from public view. It may not be possible to delete or destroy all images that have been disseminated online (such as via social media) or in hard copy
- when posting content for U18s only using first names, unless:
 - it is considered necessary – such as for elite/high profile child players
 - it is in the child's best interests
 - the child and parent/carers have consented and been informed how, where, in what context an image might be used, e.g. public website, or through social media, and are aware of potential risks
- never publishing personal information about members, particularly U18s and adults at risk of harm
- make sure all members and for U18s, their parents/carers understand how images will be securely stored and for how long including how we will control access to the images and their associated information
- reducing the risk of images being copied and used inappropriately by:
 - only using images of members, particularly U18s and adults at risk of harm in appropriate clothing



- avoid images and camera angles that may be more prone to misinterpretation or misuse than others
- avoiding full face and body shots of members taking part in activities e.g. workout sessions where there may be a heightened risk of images being misused
- using images that positively reflect the person's involvement in the activity

Photography And/Or Filming For Personal Use

At events there is widespread use of digital device to capture photos and videos for personal use by players both over and U18, coaches, volunteers and spectators. It is advisable to publish guidance on what will be allowed in the event programmes and/or announce details before the start of the event. Highlighting any restricted areas e.g. zero tolerance of devices/photography/filming in showers/changing rooms/toilets etc.

In the event that a player wishes to enter into a private arrangement with a commercial photographer or videographer, the photographer or videographer must have the express consent of that player (or their parent or legal guardian where the player is under 18 years old) and Netball Scotland recommends that clubs and local associations make any such photographer/videographer aware that they should be notifying the Event Organiser of their attendance at the competition.

Using Official Or Professional Photographers

If a club or local association engages a photographer for an event, it is advised that they:

- follow a safe recruitment process/policy
- provide the photographer with a clear brief about appropriate content and behaviour
- always ensure the photographer wears identification
- for U18 events, inform children and parents/carers that a photographer will be at the event and ensure they give written consent to images which feature close up images of their child being taken and shared*
- inform the photographer about how to identify – and avoid taking images of children without the required parental consent
- clarify areas where all photography is prohibited (i.e. toilets, changing areas, first aid areas)
- not allow the photographer to have unsupervised access to U18s or adults at risk of harm
- not allow the photographer to carry out sessions outside the event or at an U18s/adult at risk of harm's home
- report any concerns regarding inappropriate or intrusive photography

*At some events, wide-angle and general images of the event, the site, award ceremonies, and similar may be taken. It may not be reasonable, practical or proportionate to secure consent for every participating child in order to take such images. In these circumstances, clubs and local associations should make clear to all participants and parents of U18s that these kinds of images will be taken, and for what purposes.



Photography And/Or Filming For Wider Use

If people such as local journalists or professional photographers (not hired by a club or local associations) wish to operate at an event and share the images professionally or in the wider world, clubs and local associations should ensure they have given proper permission for this in advance.

Clubs and local associations should ensure the following information is provided to them:

- the name and address of the person using the camera
- if focusing on a particular club or person the details of those (if possible)
- the reason for taking the images and/or what the images will be used for
- a signed declaration that the information provided is valid and that the images will only be used for the reasons given

Clubs and local associations should verify these details and decide whether to grant permission for the photographs/films to be taken. They should also seek consent from the people/clubs (and parents/carers if U18s) who are the intended subjects of the images and inform the photographer of anyone who does not give consent.

Clubs and local associations must inform all participants and in particular U18s their parents/carers and adults at risk of harm that an external photographer is present and ensure they are easily identifiable.

Concerns

If a club or local associations becomes concerned that someone unknown to them is taking photography or filming without permission, they should ask them to leave and (depending on the nature of the concerns) follow Netball Scotland Wellbeing and Protection procedures.

Where inappropriate images/films are being taken that raise a safeguarding concern, this should be reported to the club Wellbeing and Protection Officer and Netball Scotland Wellbeing & Protection Officer. It may also be necessary to report this to the police.

Storing Images

Clubs and local associations must store photographs and videos securely and in accordance with data protection law.

Hard copies of images should be kept in a locked drawer and electronic images in a protected folder with restricted access.

Images of U18s should never be stored on unencrypted portable equipment such as laptops, memory sticks and mobile phones.



Use of Personal Equipment

It is recommended that staff and volunteers must not use any personal devices/equipment to take photos and films of U18s/adults at risk of harm. If there is no club equipment available for this purpose, they should declare the intent to use personal equipment, register its use and once the images have been taken, remove them permanently from their personal devices and any linked cloud or other storage and store as per the above advice on the club/local associations storage facilities.