



WILD ACADEMY

EIHA USE OF PHOTOGRAPHY AND VIDEO IMAGES AGREEMENT

Issue September 2020

At Widnes Wild Academy we acknowledge that photographic and video evidence can be used to celebrate success and support training and development of players.

Rationale

It's important that children and young people feel happy with their achievements and have photographs and films of their special moments. Family and friends also want to be able to share the successes of their children when they have been part of a special event or activity.

However, some children, parents or carers may not be comfortable with images of themselves or their children being shared. For example, if a child and their family have experienced abuse they may worry about the perpetrator tracing them online. Or children who choose not to have contact with some members of their family may decide to minimise their online presence.

It's also important to be aware of child protection and safeguarding issues when people are taking photos or filming at events. The potential for misuse of images can be reduced if organisations are aware of the potential dangers and put appropriate measures in place.

“Schools, clubs and organisations should have a written photography policy statement that sets out your overall approach to images taken of children and young people during events and activities.

This policy statement should be used alongside a more detailed set of procedures that explain how your organisation uses images of children and young people in publications, on websites and on social networking sites, and what actions you take to keep children safe.

You should make sure children, parents, staff and volunteers understand the policy statement and know how photographs and films taken during your organisation's events and activities can be shared more safely” (source NSPCC)

The purpose and scope of this policy statement

Widnes Wild Academy works with children and families as part of its activities within our ice hockey community. We acknowledge that we live in a society where digital images are easy to obtain and share. Photography and video images are used at this club and form not only a celebration of success but are an integral part of our training and development programme.

The purpose of this policy statement is to:

- protect children and young people who take part in Widnes Wild Academy's training and development, games, events and activities, specifically those where photographs and videos may be taken
- set out the overarching principles that guide our approach to photographs/videos being taken of children and young people during our events and activities

- to ensure that we operate in line with our values and within the law when creating, using and sharing images of children and young people
- This policy statement applies to all staff, volunteers and other adults associated with Widnes Wild Academy

Legal framework

This policy has been drawn up on the basis of legislation, policy and guidance that seeks to protect children participating in activities covered by the English Ice Hockey Association. Summaries of key legislation and guidance is available on:

- [online abuse learning.nspcc.org.uk/child-abuse-and-neglect/online-abuse](https://online.abuse.learning.nspcc.org.uk/child-abuse-and-neglect/online-abuse)
- [child protection learning.nspcc.org.uk/child-protection-system](https://child.protection.learning.nspcc.org.uk/child-protection-system)

We believe that:

- children and young people should never experience abuse of any kind
- we have a responsibility to promote the welfare of all children and young people and to take, share and use images of children safely.

We recognise that:

- the welfare of the children and young people taking part in our activities is paramount
- children and their parents/carers have a right to decide whether their images are taken and how these may be used, regardless of age, disability, gender reassignment, race, religion or belief, sex or sexual orientation
- consent to take images of children is only meaningful when the children and their parents/carers understand the potential risks associated with the use and distribution of these images
- there are potential risks associated with sharing images of children online. (More information about this is available from learning.nspcc.org.uk/research-resources/briefings/photography-sharing-images-guidance)

We will seek to keep children and young people safe by:

- always asking for written consent from a child and their parents or carers before taking and using a child's image, we do this by asking players and parents to sign this agreement.
- changing the names of children whose images are being used in our published material when appropriate (or only using first names if we do need to identify them). Where this applies parents must inform the club when signing this document.
- never publishing personal information about individual children
- reducing the risk of images being copied and used inappropriately by:
- only using images of children in appropriate clothing (including safety wear if necessary)
- using images that positively reflect young people's involvement in the activity.

Procedure for reporting the abuse or misuse of images of children.

Widnes Wild Academy has a designated safeguarding lead who oversees all matters relating to safeguarding and child protection. Protection procedures are through the EIHA network of club, regional and national leads for safeguarding. We will ensure everyone involved in our organisation knows the procedures to follow to keep children safe.

Photography and/or filming for personal use

When children themselves, parents/carers or spectators are taking photographs or filming at our events and the images are for personal use, we ask for parents/ carers and spectators to treat any images with respect.

Photography and/or filming for Widnes Wild Academy's use

We recognise that our coaches, managers and off ice officials may use photography and filming as an aid for training and development, publicity and celebration of success. This club uses its images on the following platforms:

- Team App
- Coding Game Analysis
- Live Streaming
- Team or Senior Club Social Media
- Website
- Club closed face book group
- *By signing this agreement you are stating you understand how yours/your child's images may be used and shared.*

Photography and/or filming for wider use

If people such as local journalists, professional photographers (not hired by Widnes Wild Academy) wish to record one of our events and share the images professionally or in the wider world, they should seek permission in advance. They should provide:

- the name and address of the person using the camera
- the names of children they wish to take images of (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.

Widnes Wild Academy will verify these details and decide whether to grant permission for photographs/films to be taken. We will seek consent from the children who are the intended subjects of the images and their parents and inform the photographer of anyone who does not give consent.

If Widnes Wild Academy is concerned that someone unknown to us is using their sessions for photography or filming purposes, we will ask them to leave and (depending on the nature of the concerns) follow our child protection procedures.

The Designated safeguarding lead for safeguarding and child protection at this club is:

Name: Sharon Hanna
Phone: 07503 154821
Email: Sharon.hanna@ymail.com

Or Contact

Name: Mike Gilbert
Phone: 07805419065
Email: Mike.gilbert@planet-ice.co.uk

