



HARTLEPOOL UNITED FOOTBALL CLUB

PHOTOGRAPHY / IMAGES POLICY

Use of images (Still or Moving) - Guidelines

Hartlepool United FC takes its guidance on the use of images from guidelines issued by The FA and the EFL.

All photographs are taken by club officials, who have been briefed by the Club's media team responsible for the activity being photographed.

- Before taking photographs of children and young people involved in the academy, parental consent is sought in writing at the start of the season or prior to the event. Parents/carers are responsible for informing the club of any change of circumstances within the season which may affect consent.
- Parents and carers will be informed of how the image will be used. The club will not allow an image to be used for something other than that for which it was initially agreed.
- All children and young people featured in club publications will be appropriately dressed.
- Where possible, the image will focus on the activity taking place and not a specific child/young person.
- Where appropriate, images represent the broad range of youngsters participating safely in football.
- Designated club photographers will be personally responsible for keeping up to date with the latest guidelines on the Use of Images policies from the FA.
- Club Identification will be always worn.
- Children and young people who are under a court order will not have their images published in any club document. It is the responsibility of the parent/carer to inform the club of such circumstances.
- No images of children and young people featured in club publications will be accompanied by personal details such as their school or home address.
- Recordings of children and young people for the purposes of legitimate coaching aids are only filmed by club officials and are stored safely and securely in the academy drive system.
- Any instances of inappropriate images in football should be reported to the Designated Safeguarding Officer.
- The Club does not put young player profiles with images and personal information on its website, unless parental/carer AND child/young person consent has been given before the publication has gone ahead.
- Parents are not to take photographs either at training, matches or any other club event unless permission is given.
- If parents, see what they deem to be unauthorised photography they should immediately report it to a full-time member of academy staff who in turn are responsible for reporting it to the designated person (DSO) at the club.
- If parents/carers become aware that these images are being used inappropriately you should inform the club Designated Safeguarding Officer immediately.



- There will be several occasions each season where the club photographer will take official photographs of players. These photographs will be made available for parents and families to purchase.

Hartlepool United FC recognises the need to ensure the welfare and safety of all players in football.

As part of our commitment to ensure the safety of players we will not permit photographs, video, or other images of players to be taken or used without the written consent of the parent/carer and the player.

Hartlepool United FC will take all steps to ensure these images are used solely for the purposes they are intended which is the promotion and celebration of the activities of Hartlepool United FC.

Mobile Phones

There are situations when access to a mobile phone will make a positive contribution to the safety and welfare of children and young people, particularly when an emergency occurs.

However, the use of mobile phones by coaches during training or at competitions, except for the purposes of making or receiving an emergency call is both unsafe and inappropriate conduct.

Children and young people will only ever be contacted in the case of an emergency and when an appropriate adult cannot be contacted. Ideally contact by coaches would be primarily on a face-to-face basis. Additional communication relating to events, training and other information should be directed to the child or young person's parents or legal guardian.

Hartlepool United FC recognises that text messaging is rarely an appropriate response to a child in a crisis or at risk of harm. It should only be used as a last resort when other forms of communication are not possible.

No mobile phones – or any other type of filming equipment, are to be used in the toilet areas or changing rooms at any venue.

Videoing as a Coaching Aid

On occasions the club may wish to video a game or training session as a legitimate coaching aid. This is part of the coaching programme and parental consent will be obtained at the beginning of the season, the videos from this system can be viewed by coaches and players in that team, they cannot be downloaded externally.

Remember

- It's not an offence to take appropriate photographs in a public place even if asked not to do so.
- No one has the right to decide who can and cannot take images on public land.
- If you have serious concerns about a possible child protection issue relating to the recording of images then call the Police. This action should only be taken where you believe that someone may be acting unlawfully or putting a child at risk.
- The land or facility owner can decide whether or not photography and or videoing at football activities will be permitted when carried out on private land.
- However, you need to make this known before allowing individuals access to the private property. If they do not comply then you may request that they leave.
- Try not to use images that include individuals wearing jewellery (as wearing jewellery whilst playing is contrary to the Laws of the Game as well as being a health and safety issue).



- Commissioning professional photographers and the local media
- If you are commissioning professional photographers or inviting the press to cover a football activity, ensure you and they are clear about each other's expectations.

The key is to plan and communicate early on.

- Provide a clear brief about what is considered appropriate in terms of content and behaviour.
- Inform them of your club's commitment to safeguarding children and young people. Establish who will hold the recorded images and what they intend to do with them, e.g., place on a website for sale, distribute thumbnails to the club to co-ordinate sales.
- Issue the professional photographer with identification, which must be always worn. Inform participants and parents or carers prior to the event that a professional photographer will be in attendance and ensure you have established that no under 18s will be compromised due to safeguarding children concerns if their image is taken – remember this can be done by using a Consent Form at the start of the season.

To report potentially unlawful materials on the internet please contact:

The Internet Watch Foundation

Email: report@iwf.org.uk

Telephone: 01223 237700