

ELITE YOUTH RUGBY

PHOTOGRAPHY AND USE OF IMAGERY



Introduction

Elite Youth Rugby (EYR) has recognised that the RFU positively encourages parents and spectators to take photographs of participants involved in rugby to celebrate the ethos and spirit of the sport.

We do appreciate there may be circumstances where taking a video or photograph of a child might not be acceptable.

Any photograph (digital or printed) which is produced and released into the public domain may be misused by anyone as once it has been released, all control over the image has been lost. When it is so easy to upload or email a photograph within seconds of it being taken, it is worth us all taking a moment to consider the issue of control.

The club will ensure that we are actively checking if there are any children who cannot be photographed at the club.

- 0 This will be done at the start of each season, where the club contact parents and ask, as well as periodically.
- 0 There may be some instances where, due to known threats to a child's safety and wellbeing, they must not be photographed.

If our club does has children who cannot be photographed, this will be known by the appropriate individuals at our club, including parents and families, who may be responsible for taking and publishing images.

Parental, informed consent is a prerequisite obligation for attending our events.

Club photographic and use of imagery policy

Common sense is used when clubs and EYR write a photographic and media policy as we recognise it was not the intention of the RFU to prevent photographs from being taken for legitimate purposes.

Care will be taken when placing photographic images on club websites and promotional material.

The key points are:

- 0 Personal information which can lead to a child being identified beyond the club should never be used. If it is necessary to name a child, we ensure we have written parental consent and have informed the parents as to how the image will be used. We know this is particularly important when issuing press releases and match reports.
- 0 **Photographs will usually be of the activity or team, not of one individual. EYR will gain parental consent for individual player content, as this is core to elite skill development.**

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- 0 Clubs should ensure they obtain parental consent for photographs to be taken whilst a child is at home or away fixtures. This can be done easily at the beginning of the Academy season when obtaining contact information and membership details
- 0 Children must be appropriately dressed when being photographed. It is never acceptable to capture any images in changing rooms, showers or at any time when players are dressing. Images must neither be sexual, of an exploitative nature nor open to misinterpretation or misuse.
- 0 Parents should be made aware if a film is being taken to be used as a coaching aid. Clubs should ensure that any footage is carefully monitored and stored securely.
- 0 It is not an offence to take photographs in a public place. On privately owned or leased land, it is the owner who may regulate whether photographs may be taken. Clubs should have their own photographic policy appropriate for their own specific needs and circumstances. EYR operates within Bisham Abbey media guidelines.
- 0 When clubs meet for fixtures/festivals it is recommended that confirmation is obtained from each club that parental permission has been given for all the children participating. If there is a child who is the subject of a court order who should therefore not have their photograph taken, this should be addressed before the event.
- 0 Parents should be aware that they may be asked to register their own intention to take photographs

If commissioning professional photographers and the local media

If the club commissions professional photographers or invites the press to cover an activity, ensure everyone is clear about each other's expectations. The key is to plan and communicate early on.

If above, clubs should:

- 0 Ensure that the photographer has been appropriately vetted before the event.
- 0 Provide a clear brief about what is considered appropriate in terms of content and behaviour.
- 0 Inform them of the club's Leadership Team for safeguarding children. Establish who will hold the recorded images and what they intend to do with them.
- 0 Issue the professional photographer with identification, which must be worn at all times.
- 0 Ensure that the photographer is made aware of any child/children who cannot be photographed

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