



# GUIDELINES FOR THE USE OF PHOTOGRAPHIC & RECORDED IMAGES OF CHILDREN, YOUNG PEOPLE UNDER THE AGE OF 18 AND VULNERABLE ADULTS

## Introduction

England Basketball and London Pioneers is committed to providing a safe environment for children, young people under the age of 18 and vulnerable adults. Essential to this commitment, is to ensure that all necessary steps are taken to protect children, young people and vulnerable adults from the inappropriate use of their images in resource and media publications, on the internet, and elsewhere.

Photographs can be used as a means of identifying children, young people and vulnerable adults when they are accompanied with personal information, for example, *-this is X who is a member of Hometown Basketball Club who likes Westlife and supports Sheffield Wednesday*. This information can make a child vulnerable to an individual who may wish to start to "groom" that child for abuse.

Secondly, the content of the photo can be used or adapted for inappropriate use. While this is rare in basketball, there is evidence of adapted material finding its way onto child pornography sites. Basketball Clubs therefore need to develop a policy in relation to the use of images of children, young people and vulnerable adults on their web sites and in other publications.

When assessing the potential risks in the use of images of players, the most important factor is the potential of inappropriate use of images of children and vulnerable adults.

If your Club are aware of the potential risks, and take appropriate steps, the potential for misuse of images can be reduced.

## Key Concerns

There have been concerns about the risks posed directly and indirectly to children, young people and vulnerable adults through the use of photographs on basketball web sites and other publications. By adopting the points highlighted in these guidelines, you will be putting into place the best possible practice to protect children, young people and vulnerable adults wherever and whenever photographs and recorded images are taken and stored.

These guidelines focus on the following key areas:

- The publishing of photographic and/or recorded images of children, young people and vulnerable adults;
- The use of photographic filming equipment at basketball events;
- The use of video equipment as a coaching aid. And adopt the following key principles:
- The interests and welfare of children and vulnerable adults taking part in basketball are paramount;
- Parents/carers and children and vulnerable adults have a right to decide whether children's / vulnerable adult's images are to be taken, and how those images may be used;
- Parents/carers and children must provide written consent for children's images to be taken and used;
- Images should convey the best principles and aspects of basketball, such as fairness and fun;
- Care should be taken to ensure that images are not sexual or exploitative in nature, nor open to obvious misinterpretation and misuse;
- Images should only be taken by authorised persons, as agreed in the protocol for a particular event;
- All images of children or vulnerable adults should be securely stored;
- In the case of images used on web-sites, particular care must be taken to ensure that no identifying details facilitate contact with a child or vulnerable adult by a potential abuser.



### Publishing Images -Easy Rules to Remember:

- Ask for written permission from the player and carer/s to take and use their image. This ensures that they are aware of the way the image is intended to be used to represent the sport. The Consent Form is one way of achieving this. If the player is named, avoid using their photograph;
- If a photograph is used, avoid naming the player. And **NEVER** publish personal details (email addresses, telephone numbers, addresses etc) of a child, young person or vulnerable adult;
- Only use images of players in suitable dress (Tracksuit, on court clothing i.e. vests/shorts, off court clothing) to reduce the risk of inappropriate use;
- Try to focus on the activity rather than a particular child or vulnerable adult and where possible use photographs that represent the broad range of children, young people and vulnerable adults taking part in basketball. This might include:
  - -Boys and girls -Ethnic minority communities -Children, young people and adults with disabilities -Girls with hair covered e.g. baseball cap or a scarf
- Ensure that images reflect positive aspects of children's / vulnerable adults involvement in basketball (enjoyment/competition etc).

### Use of Photographic Filming Equipment at Basketball Events

England Basketball does not want to prevent parents, carers or other spectators being able to take legitimate photographs or video footage of competitors. However, there is evidence that certain individuals will visit sporting events to take inappropriate photographs or video footage of children, young people and vulnerable adults. All Clubs and Leagues should be vigilant about this possibility. Any concerns during an event should be reported to the Club Welfare Officer.

England Basketball strongly recommends the introduction of a registration for those wishing to take photographs or video footage of children, young people and vulnerable adults:

An application should be made to the organising body who will issue an identification pass giving an individual the authority to take photographs or video footage of children, young people and vulnerable adults at a particular nominated event.

You should:

- Inform players and carers that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films or photographs;
- Ensure that a system is introduced to ensure that press photographers are made aware of those children, young people and vulnerable adults without consent for images to be taken;
- Provide a clear brief about what is considered appropriate in terms of content and behaviour
- Issue the photographer with identification which must be worn at all times;
- Do not allow unsupervised access to players or one to one photo sessions at events;
- Do not approve/allow photo sessions outside the events or at a players home.

If carers or other spectators are intending to photograph or video at an event they should also be made aware of your expectations:

- Carers and spectators should be asked to register at an event if they wish to use photographic equipment including mobile phones with photographic technology
- Players and spectators should be informed that if they have concerns they can report these to the organiser;
- Concerns regarding inappropriate or intrusive photography should be reported to the event organiser or official, and recorded in the same manner as any other child protection concern.



## Videoing as a Coaching Aid

Video can be a legitimate coaching aid for club and academy coaches. However, if it is to be used make sure that children, young people, vulnerable adults and their parents/carers have given written consent, and understand that it is part of the coaching programme. Make sure that the films are then stored safely. This could be integrated into the consent on the registration form.

## Use of Photographic and Recorded Images When Teams are Abroad

There will be occasions when age group national teams play abroad in countries that do not have the same high standards as the UK for protecting the welfare of children, young people and vulnerable adults. They will often allow widespread use of the use of cameras / video cameras in basketball halls. In these circumstances parents must be made aware of this possibility and decide whether they are content for their child or vulnerable adult to travel and play in these circumstances.

A Photograph and Recorded Images Form is available on Template Seven and an Event Registration Form is available on Template Eight.