PHOTOGRAPHY & VIDEO GUIDANCE

INTRODUCTION

Mersey Mavericks Basketball Club are committed to providing a safe environment for children to participate. Essential to this commitment is to ensure that all necessary steps are taken to prevent inappropriate images being taken or innocent images being adapted for inappropriate use.

Please note the term 'images' refers to photographs and videos captured by any device. If your club is aware of the potential risks, and take appropriate steps, the potential for misuse of images can be reduced. The key principles are:

- The interests and welfare of children taking part in basketball are paramount;
- Parents/guardians and children should consent for images to be taken and used;
- Parents/guardians and children have a right to decide if their images are to be taken, and how those images may be used;
- Consent only lasts for one year and is not indefinite;
- Images should convey the best principles and aspects of basketball, such as fairness and fun;
- Care should be taken to ensure that images are appropriate and not open to obvious misinterpretation or misuse;
- Excessive personal information accompanying images could place a child at risk.
- Images should never be taken in changing rooms;
- Images should only be taken by authorised persons, as agreed in the protocol for a particular event;
- Unsupervised access to children or one to one photo sessions should not be approved.
- All images of children should be securely stored;
- In the case of images used on websites, particular care must be taken to ensure that no identifying details facilitate contact with a child by a potential abuser.

By adopting the points highlighted in these guidelines, you will be putting into place the best possible practice to protect children wherever and whenever images are taken and stored.

These guidelines focus on the following key areas:

- The use of photographic and recording equipment at basketball events;
- The publishing of images of young people and vulnerable adults;
- The use of video analysis as a coaching aid.

These guidelines do not include 'Live Streaming'. Please refer to 'Live Streaming Guidance' and 'Live Streaming Guidance and Consent' for further information.

TAKING IMAGES AT BASKETBALL EVENTS

At many events, organisers and others will reasonably wish to take wide angle, more general photos of the event sites, opening and closing ceremonies, and so on. Separate to the issue of consents for 'identifying' photographs/footage parents and children should at least understand that these types of images will be taken during, or at specific points in the event. It is not reasonable, practical or proportionate to require parental consents for this type of photography, or to preclude it on the basis of the concerns of a small number of parents.
Whilst Mersey Mavericks do not want to prevent family, friends or other spectators being able to take images at basketball events for legitimate reasons, there is evidence that certain individuals will visit sporting events to take inappropriate images of children and be vigilant about this possibility. All clubs and event organisers should inform children and parents that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films or photographs which feature and clearly identify individuals (e.g. close ups, small group and team photos). Any concerns should be reported to the event organiser.

Mersey Mavericks will:

- Display signs informing people how to register and informing them they must adhere to guidelines;
- Have the photography guidelines available for viewing;
- Obtain consent for images to be taken from young people and parents/guardians;
- Inform players and their parents/guardians 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;
- 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 player's home.

Basketball England recommends the use of a registration scheme for professional, amateur, student or video operators wishing to take images of children at a game. Anyone wishing to take photos must register at each individual event and must not assume that registering at a previous event automatically transfers to the next event.

Please note the following suggested wording for displaying on signs at your event:

"In line with the recommendations in the Basketball England Safeguarding Policy, the promoter/event organiser requests that anyone wishing to engage in any video, zoom or close-range photography should register their details before carrying out any such photography.
If parents have any particular concerns about their child being photographed or filmed, they should notify the promoter/event organiser.
The promoter/event organiser reserves the right to decline entry to any person unable to meet or abide by the conditions. If you are concerned about any photography taking place at this event, please contact the promoter/event organiser."

CLUB GUIDANCE ON TAKING IMAGES AND PUBLISHING

Clubs should include a section on photography in their Child Protection Policy. When confirming fixtures with the opposition, consent for taking images, including videoing the game should be discussed. The club can only give consent on behalf of the team after they have gained player and parental consent. If consent is refused, for example if there are concerns over images of one player being published, if possible the club should manage the situation by filming/photographing when possible and make this available to the opposition after editing/reviewing the images first.

Publishing images guidance:

- Ensure that when obtaining permission from the child and their parents/guardians to record images, they are aware how the images may be used;
- **NEVER** publish personal details (email address, telephone number, address, social media accounts etc) of a child with their photograph;
- Only use images of players in suitable basketball clothing;
- Try to focus on the activity rather than a child and where possible use images that represent all those involved in basketball. This might include:
  - Boys and girls
  - Ethnic minority communities
  - People with disabilities
- Ensure that images reflect positive aspects of children's involvement in basketball (enjoyment/competition etc);
- Photography consent lasts for one whole year maximum (unless stated differently), from the date that the consent was given. Consent should be updated on a yearly basis and not assumed that once given, it is indefinite.

- If parents/guardians or the young person's circumstances change and they wish to remove their consent, they must inform the club in writing and must not assume the club will automatically be aware of the change in circumstance.
- Parents/Guardians and young people need to be made aware that once images are in circulation or have been published, it may not be impossible to remove them, although every effort will be made to ensure they are not used in future publications and removed where possible e.g. from a website.

VIDEO ANALYSIS AS A COACHING AID

Video can be a legitimate coaching aid, however if it is to be used, make sure that children and their parents/guardians have given written consent, and understand the purpose of the video. Permission should be requested from the opposition prior to filming. Parents must be made aware

Video footage must only focus on the game. Equipment can be operated on behalf of the club by any individual the club/team assigns for this role. However, the footage must be removed and stored safely after games by a club member who has undertaken safe recruitment processes. It is the team coach and club's responsibility to ensure that the footage is used appropriately and in line with the following Basketball England Policies;

- Safeguarding Policy
- Privacy & Data Protection Policy
- Code of Ethics and Conduct

Clubs/Coaches should only upload video for analysis by external software providers where due diligence checks have been undertaken. Clubs/Coaches must not share personal information about players with external software providers which is not legitimately required for game analysis. Information shared must be limited to Player Name and Player Number.

USE OF PHOTOGRAPHIC AND RECORDED IMAGES WHEN TEAMS ARE PLAYING ABROAD

When age group teams play in other countries, there may not be restrictions on photography/filming. Many countries allow widespread use of cameras / video equipment in basketball halls. Parents should be made aware of this possibility and decide whether they are content for their child to play in these circumstances.