

4.8 Good Practice Guidance on Photography and Video

This guidance applies to all photographs taken on film or digital camera (including mobile phones) and any form of moving pictures including video recordings (and video streaming). The terms “child”, student or “children” include anyone under the age of 18 years.

This guidance is about helping keep children safe but it must not be forgotten that the recording of children taking part in and enjoying sport can provide a childhood record for parents and a useful tool for training purposes.

It should also be acknowledged that the great majority of images are appropriate and are taken in good faith, but it is a fact that images can be misused and children can be put at risk if common-sense procedures are not observed.

Practical Guidance to BSAC Clubs

With the widespread use of smartphones, tablets and other equipment that can take photos, there are challenges in seeking to impose an outright ban on photography by parents and spectators. The taking of photos during instruction in pools or open water should be under the following guidance.

Parents wishing to take photos during a BSAC training session must obtain the approval of the Welfare Officer and they should only focus on their own child.

Instructor taking or requesting others take photos for training purposes shall examine every photograph, destroying any which does not clearly illustrate the training purpose for which they were taken.

Official photographers, whether a professional photographer or a member of the club, should receive clear instructions, preferably in writing, from the club at an early stage. Clubs should provide the official photographer with a copy of this guidance and a clear brief about what is appropriate in terms of content. The club is responsible for ensuring images are not taken that would be outside the activity being covered.

All photographs taken by official photographers must:

- Focus on the activity rather than the individual child.
- Include groups of children rather than individuals if possible.
- Ensure all those featured are appropriately dressed.

- Represent the broad range of youngsters

Clubs should determine who will hold the images recorded and what is to be done with them.

The videoing of children during instruction in pools or open water

- Under BSAC guidance parents wishing to video during a BSAC training session must obtain the approval of the CWO. (Do you have a photo book?)
- The videoing of children by instructors should be solely for the purpose of education in terms of the sport. The purpose and each use of any video must be justified by the club.
- Written consent is required from the parents of the children with an invitation to the parents to attend the videoing and subsequently view the video.
- If any concerns are raised by a parent or club official the videoing should cease
- Parental consent to videoing and retention for a specified period must always be obtained in advance. Video must always be destroyed once it has served its purpose.
- The photographer should be extremely careful in the content of the video and must observe generally accepted standards of decency in particular:
 - Action shots should be a celebration of the sporting activity and not a sexualised image in a sporting context.
 - Action shots should not be taken or retained where the photograph reveals a torn or displaced swimming costume/wetsuit.

Poolside shots of children in swimming costumes shall always be taken above the waist only. Full body suits allow longer shots.

Publishing of photos and videos

- Parental consent must be obtained in advance before publishing any photograph of any under-18 participant on a notice board, in a published article or in a video recording (including video streaming). Clubs must consider carefully all relevant BSAC guidelines.
- Parental consent should be obtained annually for the publication of photos or for inclusion on videos to be published.
- A parent or guardian has a right to refuse to have a video taken of their child.
- The club shall obtain informed consent of young person and parent before any picture or video is published. The club must disclose the whole photo collection or video and specify where it will be published (e.g. on YouTube).
- No personal or identifying information should be published with the picture/video. Including the child's personal information (full name, address) alongside their image can make them identifiable and therefore vulnerable to individuals looking to locate, contact or **'groom' children for abuse**.
- The child must be appropriately dressed at all times within the photo/video and in line with the requirement of the activity.
- Any breach of the above may lead to disciplinary action and possible referral to the police
- The same applies to a club's printed materials such as a club's annual report.

Mobile phones

A mobile phone must be treated as a camera if it has that function. Clubs must inform members that the BSAC does not support the banning of phones, because children may need them to keep in touch with parents, particularly in emergencies.

Additionally clubs should remind members that any photos taken should fall within BSAC guidelines and that if mobile phones are taken into changing rooms or the training venue, the facility to take photos must not be used.

Posting photos or videos on a club website or on the internet

It is recommended that individualised photographs and videos should not be kept on a club's website but if the club wish to do so they must ensure they fulfil the requirements of this policy.

some children, parents or carers may not be comfortable with images of themselves or their children being shared. For example:

- if a child and/or their family have experienced abuse they may worry about the perpetrator tracing them online
- children who choose not to have contact with some members of their family may decide to minimise their online presence
- families may have religious or cultural reasons for choosing not to be photographed.