

# Burnham Tennis Association

## Policy on the Use of Images of Children and Young People

### 1. The Photography and Filming of Children: why it matters

The main concerns relate to:

- The possible identification of children when a photograph is accompanied by personal information
- The inappropriate use, adaptation or copying of images for use on child pornography websites
- The taking of inappropriate photographs or recorded images of children
- The breach of court orders restricting photography of specific children

There have been concerns about the risks posed directly and indirectly to children and young people through the use of photographs on sport websites and other publications when they are accompanied by personal information. Such information can make a child vulnerable to an individual who may wish to 'groom' that child for abuse. Secondly, photographs can be adapted for inappropriate use. There is evidence of adapted material finding its way onto child pornography sites.

### 2. Guidelines for Recording Images

- All children featured in recordings must be appropriately dressed, with outer clothing garments covering their torso from at least the bottom of their neck to their thighs (i.e. a minimum of vest/shirt and shorts).
- The photograph should ideally focus on the activity. Where possible, images of children/young people should be recorded in small groups (the group may comprise any combination of adults and children).
- It is important to ensure that images of a young person are not recorded and published where a court order prohibits this.
- Any inappropriate use of photography or other images should be reported to the County Child Protection Officer or LTA Lead Child Protection or to the police.
- Coaches, teachers and others can use video equipment as a legitimate coaching aid. However, tennis players and their parents/carers should be made aware that this forms part of the coaching programme, and recordings should be used, stored and destroyed with care.

### 3. Guidelines for Publishing Images

- If a photograph is used, give the young person's first name only (no surname), or avoid naming them altogether. Personal details such as an e-mail address, home address and telephone number should never be revealed on a website.
- Ask the child for permission to use their image. This ensures that they understand how their image will be used to represent the sport. A **Photography and Filming Consent Form** is the best way of achieving this.
- Ask for parental/carer permission to use an image of a young person. This ensures that parents/carers understand how the image of their child will be used to represent the sport. The **Photography and Filming Consent Form** is the best way of achieving this.
- In order to guard against the possibility of a young person under a court order appearing on a website, the simultaneous streaming of images onto a website is not recommended. Delayed streaming can limit problems, and provides an opportunity for any necessary editing. It is recommended that appropriate security is employed on web servers, so that material can only be accessed, copied or downloaded by authorised people.

- Adequate thought should be given to the selection of images for use in publicity materials. The images of children used on websites should be considered carefully. Simple techniques such as digital 'watermarking' may deter others from misusing images.
- Photographs that represent the broad range of youngsters participating safely in tennis are preferred. It is important to think about the gender, ethnicity, ability and age of the children photographed in order to try to capture the diversity of the participating children.

#### 4. Photography and Film at Tennis Events

There is evidence that some sporting events have been used as an opportunity to take inappropriate photographs and film footage of young and disabled sportspeople. BTA recognises its duty of care to ensure that this risk is minimised. The guidelines set out below should ensure a significant step towards this goal.

When commissioning professional photographers or inviting the press to a tennis event, use of these guidelines should ensure that they are clear about expectations of them in relation to child protection:

- Provide a clear brief about what is considered appropriate in terms of content and behaviour
- Issue the photographer(s) with identification, which must be worn at all times
- Inform participants and parents that a photographer will be in attendance at the event and ensure they consent to both the taking and publication of film or photographs
- Do not allow unsupervised access to players or one-to-one photo sessions
- Do not approve/allow photo sessions outside the event or at a player's home
- Ensure that photographers are able to identify any players who have not consented to being photographed

Parents and spectators might also wish to take photographs or record their children participating at the event. It is suggested that:

- If parents or other spectators are intending to take photographs or video footage at an event, they should also be made aware of your expectations.
- Parents and spectators should be required to register at an event, if they wish to use photographic equipment.

A range of companies now provides photography services that make professional photographs available to parents and players. These companies should know about, and meet, specific standards agreed with the LTA. Contact LTA Child Protection if you need to know more about the use of photography at an event.

In addition:

- Participants and parents should be informed that, if they have concerns about inappropriate or intrusive photography, these should be reported to the event organiser or official and recorded in the same manner as any other child protection concern.
- Event organisers should approach and challenge any person taking photographs who has not registered with them. The matter may need to be referred to the police, if the person involved continues to record images.

#### 5. Obtaining Consent

BTA has adopted the LTA *Photography and Filming Consent Form*. Copies of this form are available in the Pavilion.