



BRITISHROWING

## WG 5.1

# Photography and Use of Imagery

Policy & Procedures for Safeguarding, Welfare & Protection

TEAMWORK | OPEN TO ALL | COMMITMENT



## 1. Introduction

British Rowing has a strong commitment to the safety of children and adults at risk who take part in rowing. Taking pictures and videos are an important part of sporting life as an aid to coaching, for keeping a record and for promoting our sport. We are committed to doing our best to ensure that any imagery used within rowing promotes our sport in the best light.

It is not our intention to prevent parents from taking pictures of their children but rather to ensure photographic practices are carefully monitored to allow us to act in cases where inappropriate imagery is circulated and to deter anyone with undesirable intentions. This is in line with our Child Protection and Adults at Risk policies.

The safety of the child/adult at risk is paramount and, to ensure this, we need to create safe and secure environments in which our athletes can train, compete and socialise.

Although rare, there are risks of abuse arising from the misuse of imagery. These risks include:

- the use, adaptation, or copying of images for abuse, either on the Internet or in print;
- the identification of a child/adult at risk when an image is accompanied by significant personal information, which can lead to them being 'groomed';
- the identification and location of a child/adult at risk from images where there are safeguarding concerns. For example, when they:
  - have been removed from their family for their own safety;
  - have restrictions on their contact with one parent following a parental separation;
  - are a witness in criminal proceedings.

We want our young people/adults at risk to be safe, so British Rowing affiliated clubs and events must comply with the following guidelines:

- No photograph, video clip or other image of a young person or adult at risk involved in any aspect of rowing should be published whether in print or electronically (e.g. on a website) without written, informed consent from the young person or adult at risk concerned/or their parent or guardian.
- No personal information, other than their name and their club, should accompany published images. (Particular provisions apply in connection to photography at public events such as competitions and displays below.)
- While some editing of images is acceptable, images taken of young people/ adults at risk involved in rowing should not be modified, merged or manipulated in a way which might cause embarrassment or distress to the subject or cause the final image to be inappropriate.
- Care must be taken to ensure that images of children/adults at risk who are under a court order are not recorded or published without permission.
- Simultaneous, live streaming of images onto a website should be approached with caution and prior guidance should be sought from British Rowing.
- Any instance of the use or publication of inappropriate images of young people/adults at

risk involved in rowing should be reported to British Rowing who may then inform the appropriate authorities.

- Clubs are recommended to introduce a consent form, ideally as part of the process applied when a rower joins the club, concerning the taking of images for training purposes.

When determining whether it is appropriate to publish a photograph on a website or another form of media, consideration should be given to both the potential for inappropriate use of an image and the possibility that an individual could make contact with a child/adult at risk by using any personal and club details placed online.

The following steps can be taken to reduce the risk from the publication of imagery:

- Do not use any personal details if it is possible from the image to ascertain a specific location, or there are any details on your site about the training venue;
- If it is not possible to ascertain any training or competitive location, consider using a first name only next to an image;
- The dress of a child/adult at risk should be considered when using the photo;
- Do not use images that can appear staged and potentially provocative;
- Always use a parental/guardian consent form to request the use of the image of a child/adult at risk for publication. The parent/guardian should be encouraged to discuss the matter with the child/adult at risk before signing a consent form.

British Rowing should be informed of any inappropriate use of imagery on rowing websites or any other form of media, which is not in keeping with this guidance. Anyone discovering the image of a child/adult at risk that appears to be being used illegally online should report the matter to *Child Exploitation and Online Protection Centre (UK) (CEOP)*, who provide a single point of contact for reporting abuse of children online.

## **2. Photography at Rowing Events**

### **(a) Official Photography**

British Rowing-accredited photographers may be present at British Rowing sanctioned events and, in some cases, events might be videoed and/or live streamed. These images may be used by British Rowing and our subsidiary companies for the purposes of promotion, education and development of the sport. They may also be shared with relevant third-party organisations for journalistic/promotional purposes.

Any published material detailing and or advertising for entries to a British Rowing Competition will advise participants that photography and filming will take place at the event. British Rowing will also announce the photography/filming arrangements at the event. Clubs must ensure that rowers/parents are informed of the photography arrangements for the relevant event. Any rower or parent who does not wish themselves or their child to be photographed/filmed at the event must advise the event organiser. Although it is not always practical to manage the content of live streamed footage, British Rowing will use its best efforts

to ensure any identifiable images of the participant are not published without their informed consent.

### **(b) Personal Photography**

British Rowing does not wish to discourage the use of video or photographic equipment at events for appropriate use but will take all reasonable precautions to protect rowers against the possible inappropriate use of films or photographic images.

If the event organiser/welfare officer (or authorised representative of the event organiser/welfare officer) suspects inappropriate photography or filming, the officer/organiser should exercise his/her powers under the conditions to request the person to leave the venue and to surrender any film and/or delete any images relating to the event. Any person present at an event who has any concerns about any images being taken, by any person, should bring them to the attention of the competition organiser or other designated person.

### **(c) Use of Video as an Aid to Coaching**

The use of video equipment can be a valuable aid to coaching. We will use the following procedures:

- Ensure that any young person or adult at risk and their parent/carer are aware of the purpose of the filming as a coaching aid and have given their written consent.
- Not publish any footage without consent.
- Ensure that two responsible adults are always present when filming is taking place.
- Store any footage securely to avoid any inappropriate use.
- Only keep the footage for as long as is necessary for the purpose expressed at the outset.

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