



Images



Parents, children & young people and clubs generally welcome the opportunity to celebrate or publicise their activities¹ and achievements by taking and using images of participation in their sport.



However, with the increased use of technology, both personally and in rugby, it is important for clubs to follow a policy in relation to the use of images of their Age-Grade players. Please note that 'image' refers to all photographic and film/video footage, irrespective of the device used.



This document gives guidance to clubs for its volunteers in the taking and using images. It is not about preventing images from being taken, but to ensure that the risks posed, directly and indirectly, to children and young people have been considered and minimised as fully as possible.

For more information on the risks posed, please go to [safeguarding-guidance_0.pdf \(sportireland.ie\)](#) or <https://thecpsu.org.uk/help-advice/topics/photography/>

Guidelines for Using Images of Children and Young People

Think carefully before using any images showing children and young people on your website, social media or other publications:

- Choose images that present the activity in a positive light and promote the best aspects of rugby and the club.
- Ensure that the club received the parental consent to use the images through the Rugby Connect registration process.
- The videoing of games this should be kept within the club and used for the purpose of performance review in a respectful manner among the team. Note: videos of games may be shared with disciplinary panels where the integrity of the game has been called into question by a club, individual member or a spectator.
- Coaches may wish to take images during a training session or event to aid age-grade players in the development of a skill or technique. These images should be taken by a qualified coach, or a person specifically appointed by the coach, who has been vetted and briefed on the club policy. The images should only be used for learning & development purposes and should not be distributed outside of this specific use.
- Ensure images are of children in suitable dress or kit, including recommended safety wear such as gum shields and sports goggles.
- Captions should be in keeping with the values of rugby. Inappropriate comments, images and behaviours shown by the club or associated members should be challenged as contrary to the Spirit of Rugby Charter and associated Codes of Conduct.

¹ Please note that 'activity' can include training sessions, matches, events and other activities taking place under the auspices of the club, whether or not rugby is involved.

- Where coaches/volunteers are using personal equipment the club should put in place an agreement as regards the use and storage of age-grade images directly with these volunteers. This agreement should include reference to data protection responsibilities of the photographer as well as reference to the purpose of gathering images and appropriate deletion of images.
- Use group photos that identify the club rather than the individual.
- Avoid identifying information such as full names of children along with the images.
- If concerns arise in relation to the taking of images report to the Club Welfare Officer as soon as possible.

For further information please see section on [Staying-Safer-Online.pdf \(d19fc3vd0ojo3m.cloudfront.net\)](https://d19fc3vd0ojo3m.cloudfront.net/Staying-Safer-Online.pdf)



General Images vs Close Ups

At many events, clubs will wish to take wide-angle, more general images of the activities. It is usually not reasonable, practical or proportionate to secure consent for every participating child or to preclude photography on the basis of the concerns of a small number of parents. Parents have the right to remove permission on registration through Rugby Connect via the Club Welfare Officer, if this has not been done then the club may use general images.



Using Official Club and/or Professional Photographers²

It can be a good idea to identify a few people whose role it is to take images during activities and who can be vetted and briefed on the club's expectations. General images as outlined above should be used. Clubs have a responsibility to inform photographers how to represent age-grade players in line with this policy. Where parents have withdrawn permission, some form of recognisable badge, sticker or wrist band should be used to identify the player³.

If bringing in a professional photographer, it would be beneficial to have a signed contract establishing ground rules.

Sometimes, press photographers will turn up to club events. On these occasions, a responsible adult should make them aware of the policy, including any safeguarding restrictions in place.

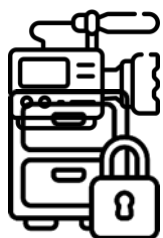
Top tips:

- Make known that a professional photographer will be in attendance for major events.
- Check the photographer's identity, the validity of their role, and the purpose and use of the images to be taken.
- Issue the photographer with identification, which must be worn at all times.
- Provide the photographer with a clear brief about what is considered appropriate, in terms of image content and their behaviour.

² Please note that '**photographer**' refers to any person taking photographic or film/video footage irrespective of the device used.

³ This should be something visible but discreet and identifiable to the photographer and should not make the children & young people feel different to their peers.

- Be specific about any areas where photography is prohibited e.g. toilets, changing areas etc.
- Inform the photographer if there are any children they should avoid taking images of.
- Ensure that there is no unsupervised access or one-to-one photo sessions at events or away from events.
- Clarify issues about ownership of and access to all images.



Retention, Safe Storage and Confidentiality

Where possible, photographers should avoid using personal equipment to take images of children & young people. It is advisable to only use devices which belong to the club.

If a photographer has used their own device which is linked to a cloud-based service e.g. iCloud, they should ensure that the images are stored securely within the club, as soon as possible after taking them, and delete any images which have backed up to their cloud.

Images of children & young people must be kept securely:

- Hard copies of images should be stored in a locked drawer.
- Electronic images should be in a protected folder with restricted access.
- Images should not be stored on unencrypted portable equipment such as laptops, memory sticks or mobile phones.

In relation to ID cards which are required for official purposes, clubs should be using RugbyConnect rather than hard copies and paper teamsheets.

If you are not using RugbyConnect you will need to ensure that you are complying with the legal requirements for handling personal information.

Parents & Spectators Taking Images



Many spectators, especially players' family and friends, will want to take images of their children & young people participating in sport. With the widespread use of smartphones, tablets and other equipment that can take images, there are challenges to imposing an outright ban. It may sound like the simplest option but would be hard to enforce. It would also take away the opportunity for children & young people to see their efforts and achievements recorded and to relish looking back at what should be a time of fun and enjoyment in their lives.

Members of the public are entitled to take images in public places, whether or not this includes taking images of children involved in sports events or activities. Regardless of any policies or procedures governing those involved in or watching sports events, organisers have no right to impose rules on other members of the public accessing or using the same public spaces. However, if there are any indications or concerns that an individual may be taking images of children or young people that are inappropriate or illegal, this should immediately be reported to the club, who will follow the club's reporting procedure where necessary.

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All clubs offering rugby to children & young people have a responsibility to safeguard them against harm. Even when you are vigilant & the club operates to a high standard, situations can arise that cause concern.

If you have any concerns regarding inappropriate or intrusive photography you can:



Talk to the Club Welfare Officer



Follow the [Safeguarding Policy](#)

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