



ROCHDALE AFC ACADEMY **IMAGES & FILMING POLICY**

POLICY STATEMENT

Rochdale AFC Academy would like to re-assure all players, parents, carers, coaches, sponsors and the media that the Club encourage the taking of appropriate images and the recording of appropriate videos of children participating in football. The Academy is committed to Safeguarding Children and as such insist that the guidance issued in this policy is adhered to when photographing and filming.

POLICY AIMS

Images and film footage from Academy training sessions and matches will be used by the Club, and in some cases the Football League, League Football Education, Football League Trust and the FA. Club uses include but are not limited to video analysis, academy documents and presentations, club websites, social media sites, match day programmes and promotional shots. These images help young people and the club celebrate success. The Academy understands that the majority of photographs and videos of children participating in football are taken for the right reasons. Therefore, an Images and Filming Policy is in place to detail how photography and filming will be used within the Academy, the best practice procedures that should be in place when photographing and filming children, and what actions should be taken in the event of a concern about the way images and videos are being used.

In ensuring that a policy is in place to describe the safe practices that are always to be used, the Academy aims to prevent the poor practices that could permit the following:

- The inappropriate use, adaptation or copying of images for use on child abuse websites on the internet.
- The identification of children when a photograph is accompanied by significant personal information that will assist a third party in identifying the child and potentially being able to 'groom' the child
- The identification of children in inappropriate circumstances which include:
 - Where a child has been removed from his/her family for their own safety;
 - Where restrictions on contact with one parent following a parental separation exist e.g. in domestic violence cases;
 - In situations where a child may be a witness in criminal proceedings;
 - Other safeguarding concerns.

IMAGES

Photographic images of players are taken by Club staff during training, matches, tours and community activities.

To ensure that children are not put a risk by the use of images, the Academy has procedures in place.

REQUESTING PERMISSION

Asides from Academy staff, permission must be requested from anyone wishing to take photographs. The Academy will consider all requests taking into account the details of the request, what the images will be used for and whether consent is in place for every player involved to be photographed. If there is a specific reason why parents/carers cannot take photographs or videos, this will be communicated. At the training ground, if a person is taking photographs without permission, they may be asked to leave the property. At other venues that are public, the Academy cannot insist that they leave, but will ensure that any concerns there are about the appropriateness of the images, are logged with the Safeguarding Officer.

PARENTAL CONSENT

In order for the Club to take and use images, the Academy seek to obtain consent from the parents/carers of all players under the age of 18 for the following:

- Photographic images being taken by Club staff during training, matches, and community activities.
- Photographic images being taken by a Professional Photographer.
- Images being used in Club media which includes but is not limited to the official website, match day programmes, the Eagle newspaper, and other promotional literature.
- Images to be shared with other departments within RAFC and reputable company partners such as kit sponsors.
- Understanding that providing there is no specific reason not to do so, permission can be granted for parents/carers to take photographs of their son during sessions. These photographs may feature other team mates.
- Understanding that images may be taken during matches by other Clubs or spectators over which the Academy has no control.

Additional written consent will be obtained before images or films are used for promotional and publicity purposes. This consent is obtained from all new players and renewed on an annual basis during preseason induction.

Parents/carers have the right to withdraw their consent at any time, and of course, not to provide it in the first instance. Should a parent or legal guardian not wish for images of their child/children to be used at all, or only in certain ways, they must indicate this on the consent form. The Safeguarding Officer will log this information and contact the parent/legal guardian should any further clarification be required. The Safeguarding Officer will then liaise with other members of staff to ensure that images of that child are not used. The Safeguarding Officer will also advise opposition Clubs when there are stipulations from parents that they do not wish for their child to be photographed.

THE IMAGE

- The Academy will ensure that images taken of children are focussed on the activity taking place rather than the individual.
- The Academy will ensure that all children who are featured in images are appropriately dressed (in a minimum of vest/shirt and shorts).
- The Academy will not publish photographs with the full name(s) of the individual(s) featured unless the Club has written consent to do so and the parents/carers have been informed as to how the image has been used.
- The Academy will not allow images to be taken in changing rooms, showers or toilets. This includes the use of mobile phones.
- The Academy will not use player profiles containing pictures with detailed personal information on the Club website.

- The Academy will not use an image for anything other than it was initially agreed without further consent being obtained.

PROFESSIONAL PHOTOGRAPHS

The Academy uses the services of a Professional Photographer once a season for individual and squad photographs, as well as on certain match days. The photographer is made aware of the images and filming policy, and what is considered appropriate in terms of content and behaviour. The Club will also ensure that parental consent is in place for all players who will be involved, and ensure that any players who do not have consent, are not involved. Young players are not permitted to be photographed outside of club sessions without additional consent from their parent or guardian. If professional photographs are available to purchase on the photographer's website, they will be password protected and the Academy will issue the password to the parents/carers of the relevant players.

FILMING

Training sessions and matches are filmed by Academy video analysts for the purpose of performance analysis. With regards to requesting permission, the images and filming policy document and parental consent, the principles are the same for filming as they are for images.

PARENTAL CONSENT

In order for the Club to film players and use the content of these films, the Academy seek to obtain consent from the parents/carers of all players under the age of 18 for the following:

- Filming by Club Staff during training for the purposes of Performance Analysis.
- Filming of matches by video analysis staff from RAFC and from the opposition's Academy.
- The sharing of films with players, parents, Match Officials and other reputable organisations, such as the FA, for the purposes of learning and development.
- Understanding that providing there is no specific reason not to do so, permission can be granted for parents/carers to take videos of their son during sessions. These may feature other team mates.
- Understanding that videos may be taken during matches by other Clubs or spectators over which the Academy has no control.

THE FILMS

Whilst the videos will largely be used for the purpose of player performance analysis within the Club, they may be used in other areas of learning and development such as Referee training, staff training, and Academy Induction sessions. The Academy may also provide copies of match videos to opponent Clubs to assist with their player performance programme.

- As a communication method, films may be put onto websites such as You Tube for players to view and assess as homework away from the Club. If this is the case, the films will be posted privately and only those given the direct link will be able to view them.
- The Academy will not use a film for anything other than it was initially agreed without further consent being obtained.
- The Academy will ensure that films taken of children are focussed on the activity taking place rather than the individual.
- The Academy will ensure that all children who are featured in films are appropriately dressed in a minimum of vest or shirt and shorts.
- The Academy will not allow films to be taken in changing rooms, showers or toilets. This includes the use of mobile phones.
- The Academy will take up most care when storing films.

ACADEMY PLAYERS

Academy players are not permitted to photograph or film members of staff during the working day without their knowledge and permission. Any player found to have done this may be subject to disciplinary action.

CONCERNS

Should any player, parent, staff member, match official or member of the public have concerns about inappropriate images or videos in football, this should be reported to the Safeguarding Officer who will if necessary notify the Senior Safeguarding Manager, the Academy Manager, the Football League Child Protection Advisor, the County FA / FA, and other bodies outside of football. If you have serious concerns about a possible child protection issue relating to the recording of images or videos then call the police. This action should only be taken where you believe that someone may be acting unlawfully or putting a child at risk.

CONTACT

If you would like any further information or clarification on images or filming, or if you need to report any instances of inappropriate images in football, please contact Alistair Linden, Safeguarding Officer, on 07951 159 782 or alistair.linden@rochdaleafc.co.uk

Any reports of inappropriate images are a possible safeguarding issue and will be immediately investigated and action will be taken accordingly. If you wish to place photographs you have taken in the public domain please consult the Safeguarding Officer before doing so.

Please complete and return the below as soon as possible

I can confirm that I _____ Parent/Guardian of

_____ (name)

_____ (age group)

agree/disagree* to images & videos of my son being used by Rochdale AFC Academy for the reasons outlined in the Images & Filming Policy provided.

*delete as appropriate

Signed _____

Date _____