



# Burton Hockey Club

## Photograph and Image Policy

### 1. Purpose

This policy outlines Burton Hockey Club's approach to capturing, storing, and using photographic and video images of its members, coaches, umpires and volunteers including both children and adults. It aims to:

- Protect the privacy and safety of individuals.
  - Promote appropriate and respectful use of images.
  - Ensure compliance with child protection and data protection laws.
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### 2. Scope

This policy applies to:

- All members (junior and adult), staff, coaches, volunteers, and spectators.
  - All platforms, including the club's website, social media, printed materials, and promotional campaigns.
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### 3. Consent

#### a. Children (under 18)

- Written **parental or guardian consent** is required before capturing or using any image of a child.
- Consent will be collected annually through membership or registration forms.
- Consent includes the right to use images in digital and print formats (e.g., website, social media, flyers, posters).
- Parents and guardians can withdraw consent at any time in writing.

#### b. Adults (18+)

- Consent will be obtained as part of the membership process.
  - Adults can opt out of having their image used by notifying the club in writing.
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## 4. Use of Images

### a. Permitted Use

Images may be used for:

- Club website galleries and news posts
- Social media platforms (e.g., Facebook, Instagram, Twitter)
- Match reports and event promotions
- Marketing materials, including posters, brochures, newsletters
- Local media coverage (with additional consent where required)

### b. Guidelines for Use

- Children will **not be identified by full name** alongside their photo unless exceptional circumstances apply and further parental consent is given.
  - Photos will focus on the **activity**, not the individual.
  - **No images of changing rooms, bathrooms, or inappropriate environments** will be taken or used.
  - Avoid images that could be seen as exploitative, embarrassing, or that pose a risk to the subject.
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## 5. Taking Photos and Videos

### a. By Club Officials

- Only designated club officials, coaches, or photographers may take images during training, matches, and events.
- All photographers must be made aware of and follow this policy.

### b. By Parents and Spectators

- Spectators may take photos for personal use only.
- They must not share images of other children on social media unless explicit consent from the child's parents has been obtained.

### c. Events and Tournaments

- Notices will be displayed where photography or filming is taking place.
  - Attendees will be informed that images may be used in club communications and given the opportunity to opt out.
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## 6. Storage and Security

- Images will be stored securely by the club on password-protected devices or secure cloud platforms.
  - Only authorised personnel may access image libraries.
  - Images will not be kept longer than necessary and will be reviewed regularly.
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## 7. Rights and Requests

- Individuals (or their parents/guardians) may request:
    - That their image is removed from the club's platforms.
    - Not to be photographed at events or matches.
  - Such requests will be honoured promptly and respectfully.
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## 8. Breaches of Policy

Any breach of this policy, especially involving the inappropriate use of images, will be taken seriously and may result in disciplinary action or referral to external safeguarding authorities.

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## 9. Policy Review

This policy will be reviewed annually or as needed in response to legal or operational changes.

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**Approved by:** James Fox (Club Chair) and Committee

**Date:** 18/08/2025

**Next Review Date:** 18/08/2026