

SI

2021

# PHOTOGRAPHIC & VIDEO MATERIAL POLICY



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## Taking Images

During school time the majority of photographs are taken with school cameras / iPads and these photos are checked by school staff before being handed over to Sporting Influence. Sporting Influence will however take photographs in both the school and camp environment. These images, when taken in schools, will be checked by the class teacher and another member of staff (normally admin) before they can be used. During camp, parents must either agree or disagree to photo consent, this is also checked by the member of staff who greets the children on a morning.

**ANY IMAGES TAKEN ARE TO BE DELETED FROM DEVICES IN THE PRESENCE OF ANOTHER ADULT FOR VERIFICATION.**

## Consent

A photograph consent form will be completed by all parents/guardians before sending any child to a Sporting Influence camp. If photographic consent is given by the parents/guardian they are also agreeing to these images being used for promotional material on social media. If a parent/guardian does not give their consent, Sporting Influence will not take pictures/video of this child's group whilst they are present. All images will be checked and cross referenced against an up to date register. Any images will children who refused photo consent will be deleted immediately, in the presence of another adult.

Sporting Influence work closely with schools to ensure that all children that are being photographed have consent, through the school, for photos to be taken and used for promotional material. Schools work closely with Sporting influence to send out consent forms.

## Privacy and Storing of Photographic Material

Any images taken by Sporting Influence staff are transferred to a secure file and then deleted from any devices. Sporting Influence staff will avoid using any personal equipment to take photos and recordings of children and will use only cameras or devices belonging to the school or to Sporting Influence. Documents containing these images are stored and held in lockable storage in the Sporting Influence Office on secure drive.

## Promotional Material and Social Media

When the parent/guardian agrees to photo consent they agree that photographs of their child can be taken and used for promotional material and social media. When using images of children in education, Sporting Influence will always check with the school if they can use images of their children on social media.

Sporting Influence use images on their website for promotional use but also informing schools, parents and the wider community about what they do. Images will appear on the Sporting Influence Facebook, Instagram and Twitter. Videos might be used on YouTube to plant into the website or to show drills and skills to the wider community.

Sporting Influence ensure that no image appears on promotional material without consent from parents/guardians. No image with the child's name attached to it will be posted. Sporting Influence always adhere to the safeguarding of children rules and regulations according to the '*Keeping Children Safe*' document, 2021.

## Private Photographer

Sporting Influence use private photographers that work alongside the company to take photographs and videos of teaching and camp sessions. All the photographers that we use are DBS checked and follow the Sporting Influence policy for taking and using images. As an extra measure, Sporting Influence will always shadow the photographer to ensure only children who have agreed to photo consent are in the images.

## Monitoring and Reviewing Policy

Sporting Influence will monitor each situation closely and will adhere to any changes of regulations in safeguarding regarding use of photographic and video material. The policy will be reviewed in September 2021. Please do not hesitate to contact David Moss at Sporting Influence if you have any further queries regarding this issue.

## Supporting documents

### **Keeping children safe 2021**

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/999348/Keeping\\_children\\_safe\\_in\\_education\\_2021.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/999348/Keeping_children_safe_in_education_2021.pdf)  
Working together to safeguard children, 2015

### **Working together to safeguard children**

<https://www.gov.uk/government/publications/working-together-to-safeguard-children--2>

### **NSPCC – Sharing of images guidance**

<https://www.nspcc.org.uk/preventing-abuse/safeguarding/photography-sharing-images-guidance/>