

# **SYFA Limited (SYFA)**



## **CODE OF GOOD CONDUCT FOR THE USE OF PHOTOGRAPHS & IMAGES**

## **1. INTRODUCTION**

This policy applies to all member leagues/associations, clubs, club officials, players, all SYFA regions and SYFA. The aim of these guidelines is not to prevent bona fide persons from recording footage for performance development reasons or the recording of achievements. They aim to ensure that players are protected from the misuse of opportunities to take or manipulate film and video footage in a way that harms players or places them at risk of harm.

- 1.1 Parents often want to be able to celebrate the achievements of their children when taking part in football through taking photographs or films. SYFA and its member leagues and clubs may also want to promote their activities to encourage increased participation.
- 1.2 The SYFA does not advocate the banning of photography and the use of images and videos of players but recommends that appropriate and proportionate safeguards should be in place to ensure a safe sporting environment for children and young people.
- 1.3 There is no intention to prevent member's coaches using video equipment as a legitimate coaching aid. However, where appropriate, consents should be obtained for the purposes of making a training video. Players and their parents should be aware that this is part of the coaching programme and care should be taken in the storing of such films.
- 1.4 This policy will help to ensure that all necessary steps are taken to protect children and young people from the inappropriate use of their images in resources and media publications, on the internet and elsewhere. The policy applies whether images are taken using cameras, mobile phones or any other equipment.
- 1.5 The use of photos on websites and in other publications poses direct and indirect risks to children and young people. SYFA and its member leagues and clubs wishing to use images of players must therefore either use this policy and/or have a policy in place to safeguard all involved.

## **2. POLICY STATEMENT**

The SYFA

- will take all reasonable steps to promote the safe use of photography, film or video at all events and activities within our jurisdiction.
- reserves the right at all times to prohibit the use of photography, film or video at any event or activity with which it is associated. Refusal to cease may result in the match being abandoned and the offending person/club being reported to the relevant authority
- may photograph, film and video all National Cup Finals or regional development activities and display said images on the SYFA website unless an objection is raised by a participating club.

## **3. POLICY PRINCIPLES**

Players and their parents/guardians have a right to decide whether their images are taken, and how these may be used and must provide written consent for their images to be taken and used. Consent is only meaningful when the league or club ensures that players and their parents/guardians understand the nature of potential risks associated with the intended type, use and distribution of the images.

#### **4. MINIMISING RISKS**

- 4.1 Establish the type of images that appropriately represent grassroots football and think carefully about any images showing players on any website or in any publication.
- 4.2 Never supply the full name(s) of the player along with the image(s).
- 4.3 Only use images of players who are suitably dressed. There are many activities that players can be involved in but clearly activities such as swimming present a higher risk for potential misuse than others. Photos of any activities should:
  - 4.3.1 Focus on the activity rather than a particular player;
  - 4.3.2 Avoid showing the full face and body of a player;
  - 4.3.3 Show players either in the water or from the waist or shoulders up.

#### **5. GUIDANCE FOR USE OF PHOTOGRAPHIC AND RECORDING EQUIPMENT**

- 5.1 You must provide a clear brief about what is considered appropriate in terms of content and behaviour.
- 5.2 Photographing, filming or videoing, including mobile phones in changing rooms, toilet areas and associated areas **will never be allowed**.
- 5.2 Issue any photographer with identification, which must be worn at all times.
- 5.3 Inform players and parents that a photographer will be in attendance and ensure they consent to both the taking and the publication of photographs, films or video which feature and clearly identify players (e.g. close ups, small group and team photos).
- 5.4 At some matches and/or events the organisers and others will reasonably wish to take wide angle general photographs of the venue, opening ceremonies and cup or medal presentations. Players and parents acting through the club should be informed that this type of photograph may be taken.
- 5.6 Do not allow unsupervised access to players or one-to-one photography sessions at events or photography sessions away from the event, for instance at a young person's home.
- 5.7 If parents or other spectators are intending to photograph, film or video at any SYFA event they should also be made aware of what is permitted and what is not.
- 5.8 Clarify issues of ownership, retention and access to the images.

#### **6 PERMISSION TO PHOTOGRAPH**

- 6.1 Parents will be asked to complete a parental consent form where they can withhold their permission to photographing and filming. In the absence of any expressed objection, parental agreement will be assumed.
- 6.2 Where appropriate, players will be asked their views. Where a player is able to provide an informed view this will be taken into consideration by the SYFA and relevant member leagues/associations or clubs.

- 6.3 The SYFA will do everything reasonable in the individual circumstances to give effect to the wishes of parents and players. All actions by the SYFA and its members will be based on the best interests of the player.
- 6.4 Anyone wishing to use photographic/film/video equipment during any SYFA or member's activity must firstly obtain the approval from the following:
- 6.4.1 for a single match, the secretaries of the competing clubs;
  - 6.4.2 for tournaments, the secretaries of the competing clubs plus they must also seek approval from the Tournament Organising Secretary;
  - 6.4.3 for Scottish Cup fixtures, the secretaries of the competing clubs plus they must also seek approval from the chief executive and/or SYFA regional secretary;
  - 6.4.4 for all SYFA National Cup Finals, they must seek approval from the chief executive
- 6.5 Registration for intention to photograph will be required on the day. This enables tracking of the equipment and operator should any concerns arise during the activity or in the future.

## **7 ACCREDITATION PROCEDURE**

- 7.1 An accreditation system should be established whereby a record should be made of any photographers as follows:
- 7.1.1 Professional photographers, film or video operators wishing to record any event must seek accreditation with the organiser by producing their professional identification for the details to be recorded. They should request accreditation 5 working days before the event.
  - 7.1.2 Students or amateur photographers, film or video operators wishing to record any event must seek accreditation with the organiser by producing their student or club registration card and a letter from the educational establishment or the club outlining their motive for attending the event and planned use of any material. They should request accreditation 5 working days before the event.
  - 7.1.3 Parents/guardians or other spectators intending to photograph or video at any event must seek permission. They must also be made aware of the SYFA's policy and procedures.
- 7.2 The organiser should view and record:
- 7.2.1 Name and address of the person seeking accreditation;
  - 7.2.2 Proof of identification;
  - 7.2.3 Names of subjects;
  - 7.2.4 The reason or use the images are being or intended to be put to; and
  - 7.2.5 Signed declaration that the information provided is valid and that images will only be used for the reasons given.
- 7.3 Identification details should be checked with the issuing authority prior to the activity. On registering, promoters of events should consider issuing a coloured identification label or bib on the day which can serve to highlight those who have accreditation but they must ensure that where regular events occur the identifying label is changed to prevent unofficial replication.

## **8 USE OF PHOTOGRAPHS, IMAGES AND INFORMATION**

8.1 The SYFA and SYFA members will ensure that all negatives, copies of videos and digital photograph files are stored in a secure place. These will not be kept for any longer than is necessary having regard to the purposes for which they were taken.

8.2 Images will not be shared with external agencies or on social media sites unless express permission is obtained from the player and parent.

## **9 CONCERNS**

9.1 If there are any concerns about any of the following then appropriate reporting must be done

- any photography, filming or videoing taking place at an event, contact either of the club secretaries or for tournaments the Organising Secretary or for Scottish Cup fixtures the chief executive and discuss it with them.
- Anyone behaving in a way which could reasonably be construed as inappropriate in relation to photographing, filming and/or videoing should be reported to the person in charge on the day. They should be approached for an explanation. If a satisfactory explanation is not provided the circumstances should be reported to the person in charge on the day or the relevant Protection Officer.
- inappropriate or intrusive photographs should be reported to the club or organiser and recorded using an SYFA Incident Record Form and reported to the SYFA chief executive. Where appropriate any concerns may also be reported to the Police.
- If appropriate the person about whom there are concerns should be asked to leave and the chief executive should be informed of the photographers details.
- Any concerns or enquiries about publications or the internet should be reported to SYFA National Protection Officer.

## **10 PUBLIC INFORMATION**

10.1 The specific details concerning photographic, filming or video equipment should, where possible, be published prominently in activity programmes and must be announced over the public address system prior to the start of the event.

The recommended wording is:

*'In line with the recommendation in the SYFA's Protection Policies the promoters of this event request that any person wishing to engage in any photography, filming or videoing must register their details with the Organising Secretary or Chief Executive in advance before carrying out any such photography. The promoter reserves the right of entry to this activity and reserves the right to decline entry to any person unable to meet or abide by the promoter's conditions.'*

10.2 Parents and players will be informed they may, from time to time, be photographed or filmed whilst participating in football. This could be for one of the following reasons:

- (i) Video footage for performance development
- (ii) Media coverage of an event or achievement
- (iii) Promotional purposes e.g. website or publication

Materials promoting events will state, where possible, photography, filming and videoing will take place.

Registration of intention to photograph will be required on the day. This enables tracking of the equipment and operator should concerns arise in the future.

## **11 GOOD PRACTICE (this will be developed into an advice sheet for officials)**

- 11.1 do not use identifiable information of players (first name or surname) in photograph captions. If a player is named, avoid using his or her photograph. If the photograph is used, avoid naming the player.
- 11.2 If naming a player or group of players in an image, only use their first names, as this will reduce the risk of inappropriate, unsolicited attention from people within and outside football.
- 11.3 Avoid the inclusion of other detailed information about individual players
- 11.4 permission will be obtained for use of photograph or video from parent or child if over 16.
- 11.5 Be clear about how and for how long images will be securely stored (including how access to the images, associated consents and other information will be controlled).
- 11.6 Only use images of players in suitable dress/kit (including required or recommended safety wear such as shin pads, gum shields and so on) to reduce the risk of inappropriate use and focus on the activity rather than a particular player .
- 11.7 Create and publicise a procedure for reporting the abuse of images or the use of inappropriate images, to reduce the risks to players. Follow SYFA's protection policies and procedures, ensuring both your protection officer and player's parents are informed.

## **12 PROTECTING PLAYERS ON THE INTERNET**

- 12.1 football web-site may be used as an information resource to allow publishing and distributing information as a replacement or supplement for paper. It also gives easy access for people who wish to contact the SYFA or SYFA member. A football website without pictures of players would appear very dry and seem unrealistic. If, however, players are identified, without appropriate safeguards being in place and contacted by outsiders and should the player be abused the SYFA and/or SYFA members may be held responsible for placing the player in potential danger.
- 12.2 anyone creating a website follows a few simple guidelines designed to ensure the personal safety of children.
- 12.3 Principles:
  - 12.3.1 at no time should any player's personal information, home address, e-mail address or phone numbers appear on the Internet. Any contact information should be the SYFA or SYFA member's e-mail address, postal address or phone number;
  - 12.3.2 for a player under 16 years, written permission should be obtained from the player's parent/guardian before publishing his/her photograph on the website.
  - 12.3.3 Players over 16 years can give permission themselves for photographs. However, good practice would be to seek parental consent for under 18year olds

- 12.3.4 Pictures of named individuals should not be used or pictures clearly showing where the young players come from
- 12.4 Meeting places and times: should not be published on the website for safety reasons
- 12.5 Training and Events:
  - 12.5.1 whilst you may want to publicise dates and locations of future events, do not go into too much detail if you feel that young people might be put at risk because constant supervision might be difficult;
  - 12.5.2 The Protection Officer or a registered official should take care at all times to ensure that publication of any photographs or personal details do not place players at risk;
  - 12.5.3 Material relating to individual players should always be within a football organisation context. Credit for children's achievements should be given as team or forename e.g. *Stephen was Player of the Year*
- 12.6 Specific Advice on Use of Photographs as noted above
- 12.7 Dress:
  - 12.7.1 no player should ever be shown in a provocative pose or in a state of partial undress other than when depicting a football activity;
  - 12.7.2
- 12.8 Vulnerable Children:
  - 12.8.1 Special care must be taken where it is known that a player is potentially vulnerable e.g. the player has been the subject of a child protection issue, custody dispute or under supervision order from children hearing system.
  - 12.8.3 It would also be important to take care in publishing photographs of players with a physical, learning and/or communication/language disability and consideration given to whether publication would place the child at risk;
- 12.9 Parental Consent Form:

Every SYFA member club, association or league on renewal of membership will be emailed a personalised Parental Consent Form and must obtain consent prior to use of any photograph or video
- 12.10 Any concerns or enquiries about publications or the internet should be reported to the SYFA national protection officer or chief executive using the SYFA complaints management system.