



4. Guidelines for the Use of Photographic Equipment

Definition

Photographic Images and Video Images includes the use of cameras, digital cameras, video recorders, mobile phones and PDAs

Introduction

Badminton England is committed to providing a safe environment for children/young people under the age of 18. Essential to this commitment, is to ensure that all necessary steps are taken to protect children/young people from the inappropriate use of their images in resource and media publications, on the internet, and elsewhere.

Photographs can be used as a means of identifying children and young people when they are accompanied with personal information, for example, - *this is X who is a member of Hometown Badminton Club who likes Westlife and supports Manchester United*. This information can make a child vulnerable to an individual who may wish to start to "groom" that child for abuse.

Secondly, the content of the photo can be used or adapted for inappropriate use. While this is rare, there is evidence of adapted material finding its way onto websites contacting images of child abuse. Badminton England will therefore work to implement a clear policy in relation to the use of images of children/young people on their websites and in other publications.

Adopting Best Practice

By adopting the points highlighted in these guidelines, Badminton England and its regions, counties and clubs will be putting into place the best possible practice to protect children/young people wherever and whenever photographs and recorded images are taken and stored.

These guidelines focus on the following **key areas**:

- The publishing of photographic and/or recorded images of children/young people
- The use of photographic filming equipment
- The use of video equipment as a promotional material/coaching aid

And adopt the following **key principles**:

- The interests and welfare of children taking part are paramount
- Parents/carers and children have a right to decide whether children's images are to be taken, and how those images may be used
- Parents/carers and children must provide written consent for children's images to be taken and used
- Images should convey the best principles and aspects of Badminton, such as fairness and fun
- Care should be taken to ensure that images are not sexual or exploitative in nature, nor open to obvious misinterpretation and misuse

- Images should only be taken by authorised persons, as agreed in the protocol for a particular event/ programme
- All images of children should be securely stored
- In the case of images used on web-sites, particular care must be taken to ensure that no identifying details facilitate contact with a child by a potential abuser

Publishing Images - Easy Rules to Remember:

- Ask for written permission from the player and parent/carer to take and use their image. This ensures that they are aware of the way the image is intended to be used to represent the sport/programme. The Consent Form is one way of achieving this.
- If the player is named, avoid using their photograph
- If a photograph is used, avoid naming the player, and NEVER publish personal details (e.g. email addresses, telephone numbers, addresses etc) of a child/young person
- Only use images of players in suitable dress to reduce the risk of inappropriate use. Try to focus on the activity rather than a particular child and where possible
- Use photographs that represent the broad range of children/young people taking part in Badminton.
- Ensure that images reflect positive aspects of children's involvement Badminton (enjoyment/competition etc)

Use of Photographic Filming Equipment

Badminton England does not want to prevent parents, carers or other spectators being able to take legitimate photographs or video footage of players/participants. However, there is evidence that certain individuals will visit sporting events to take inappropriate photographs or video footage of children/young people. All staff and volunteers should be vigilant about this possibility. Any concerns during a programme should be reported to the Welfare Officer.

ACTION and IMPLEMENTATION

When planning a programme the following steps should be taken:

Accreditation procedure:

- Develop a system to record individual's name and address
- Professionals are required to register prior to the event and their identification details are recorded
- Ideally identification details should be checked with the issuing authority prior to the programme
- On registering, organisers of programmes should issue an identification label on the day, which can serve to highlight those who have accreditation.
- Where regular programmes occur, the identifying label should be changed to prevent unofficial replication
- Professional photographers/ filming / video operators wishing to record the programme should seek accreditation with the programme organiser by producing their professional identification for the details to be recorded
- Ideally they should request this at least 5 working days before the programme
- Students or amateur photographers / film / video operators wishing to record the programme should seek accreditation with the programme organiser by producing their student or club registration card and a letter from their organisation / educational establishment outlining their motive for attending the programme

- All other spectators wishing to use photographic / film / video equipment with a telescopic or zoom lens should register their intent with the organiser of the programme

Use of Video as a Promotional/Coaching Aid

Implementation

- Players and their parents should be aware that this is part of the coaching programme and clear of the purpose of filming as a coaching aid
- Care should be taken in the storing of coaching films to avoid inappropriate use
- Seek written permission from the player and parent for the use of photography and video analysis
- When filming, ensure that there is an appropriate approved adult