

CELEBRATION

PHOTOGRAPHY
AND FILMING



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Photographs, films and video clips can be used to celebrate achievements, promote activities and keep people updated. Footage can also be recorded for performance development and analysis reasons. It is important to not curb such activity and to remember that the majority of images taken are appropriate and taken in good faith.

This Practice Note sets out simple measures that must be taken to ensure the safety of children and young people in football when it comes to photography and filming. These measures are necessary to protect children and young people from those who would seek to take or manipulate photos and video footage in a way that harms children and/or young people or places them at risk of harm.

This Practice Note applies to members of staff, Associated Persons (including professional photographers contracted by the Scottish FA for particular events and activities), as well as the children and young people and their parents/carer who themselves will want to take photographs or videos of games, training or football related activities.

POTENTIAL RISKS TO CHILDREN AND YOUNG PEOPLE:

- Inappropriate use, adaption or copying of images for use on websites
- Inappropriate photographs or videos being taken of children and young people
- Identification of children and/or young people when a photograph is accompanied by significant personal information
- Identification and locating of children and/or young people in inappropriate circumstances e.g. where the child or young person has been removed from their family for their own safety, or where there are restrictions on contact with one parent following a parental separation, or any other safeguarding concern away from football



Young people who have a public profile as a result of their achievements are entitled to the same protection as all other children and young people. In these circumstances common sense is required and all decisions should reflect the best interests of the child or young person and be made in partnership with the child or young person.



CONSENT FORMS

A **Consent Form** must be completed by the child or young person and their parents/carers before any photography or filming takes place and before any images are published online. This informs them that the child or young person may be photographed or filmed whilst participating in football and the purpose of this.



Special care must be taken in relation to vulnerable children and young people e.g. a child or young person fleeing domestic violence or a child or young person with a disability, and consideration given to whether publication or use of the photographs and/or video footage would place the child or young person at risk. If the Consent Form states that consent is **not** given to the child or young person being photographed this **must** be adhered to and practical arrangements put in place to avoid this happening. For example, the photographer should be told the child or young person's squad number and advised that they are not to be photographed or filmed. If the situation cannot be managed safely then filming and/or photography during the activity should be prohibited.

The child or young person may be taking part in a game or event that involves live streaming by the Scottish FA. Live streaming is the live visual broadcast over the internet. Live streaming must **never** take place in the changing rooms and should only be taken by authorised persons. The child or young person, if appropriate, and their parents/carers will be asked to provide consent.

BEFORE GIVING THEIR CONSENT THEY MUST BE ADVISED OF THE FOLLOWING:

- Where the live streaming will take place e.g. Facebook, Instagram, YouTube etc.
- Once the stream has finished, where the footage may be published and/or stored
- Who the stream will be monitored by and for what purpose
- How individuals can withdraw their consent, if they wish to do so
- When the live stream will go live and when it will end



SAFE USE OF IMAGES OF CHILDREN AND YOUNG PEOPLE

USE OF IMAGES AND INFORMATION

Where consent is given for the taking and use of images the following practices will be implemented.

GENERAL PRINCIPLES:

- 'Action' images should focus on the activity rather than individual
- 'Celebration' images should be group images rather than individual images, where possible
- All images should reflect the positive aspect of the children and young people's involvement in football
- All children and young people featured in images and/or videos must be appropriately dressed e.g. a minimum of shirt and shorts
- No photographing or filming will be permitted in changing areas, bathrooms or sleeping areas, including by the children or young people themselves
- All photographic / videoing equipment must be switched off prior to going into changing rooms
- Images will not be shared with external agencies unless express permission is obtained from the child or young person and their parents/carers over and above the consent form referred to above
- When using a professional photographer, all children and/or young people and their parents/carers should be aware that a professional photographer will be in attendance
- No unsupervised access or one-to-one photography or video sessions will be allowed unless this has been explicitly agreed with the child or young person and their parents/carers
- All images and accompanying information shared publicly will include only appropriate personal details

TAKING OF IMAGES

- For promotional, marketing or social networking use of images for Scottish FA publications or online, members of staff and Associated Persons will use Scottish FA equipment or equipment used by an approved contractor
- Members of staff and/or Associated Persons who take images of players should follow this Practice Note and comply in terms of use of images, consent, retention, safe storage and confidentiality
- For both safety and safeguarding reasons children and young people and members of staff and Associated Persons should not use personal mobile phones, tablets or photographic/videoing equipment during training or at match or event activities
- Scottish FA may seek publicity to positively promote football. Elite young players receiving endorsements or sponsorship may well welcome positive media coverage on a local, regional or national level. As well as giving consent, it is important for these players, their parents/carers and media representatives to be clear about appropriate arrangements and ground rules for interviews, filming and photo sessions
- Where images are taken agreement and arrangements can be in place for the child or young person and their parents/carers to be given copies but they must confirm they will not upload any of these images or videos to their own or the child or young person's social media or online platform or share these via any other methods.



SAFE USE OF IMAGES OF CHILDREN AND YOUNG PEOPLE

FILMING AS A COACHING AID

- Members of staff and Associated Persons using videoing as a legitimate coaching aid should make the child or young person and their parents/carers aware that this will be part of the coaching programme and consent for this filming should be sought through the [Consent Form](#)
- External agencies need permission from Scottish FA to take any images during the training environment
- At training members of staff and/or Associated Persons will only use Scottish FA equipment, or equipment of an approved contractor, for the purposes to taking photographs or video for player development or performance analysis. There should be no personal use of equipment, including mobile phones

MATCHES AND EVENTS

- Any photographs or videos taken by children and young people and their parents/carers should be restricted to immediate family members for private, non-commercial purposes and not put online on any personal social media or online platforms. This must be communicated to child or young person and their parents/carers
- External agencies need permission from Scottish FA to take any images during the match/event activities
- Photographers' from external agencies should be aware of the organisations expectations with regards to photography and filming and the safeguards which must be adhered to
- If competing abroad, steps will be taken to find out about the hosting Association's rules and requirements on photography and videoing at events and games and information shared to the children and/or young people and their parents/carers about what to expect

The Scottish FA will take all reasonable steps to promote the safe use of photography and filming at all events and activities with which it is associated, however, the Scottish FA has no power to prevent individuals photographing or filming in public places.

If there are concerns about the safety and wellbeing of children and young people, The Scottish FA reserves the right at all times to prohibit the use of photography or filming at any event or activity with which it is associated and in locations where the Scottish FA has jurisdiction.

REMEMBER:

It is not an offence to take appropriate photographs in a public place, even if the person has not been asked to do so. No one has the right to decide who can and cannot take images on public land.

However, anyone behaving in a way which could reasonably be viewed as inappropriate in relation to filming or photographing should be approached for an explanation. If a satisfactory explanation is not provided, the circumstances should be reported to the Wellbeing and Protection Department in line with the Responding to Concerns Procedure.

If you have *serious* concerns about a possible child protection issue relating to the filming or taking of photographs then the matter should also be reported to the Police without delay. This action should be taken where you believe that someone may be acting unlawfully or putting a child or young person at risk.



MOBILE PHONES – CAMERAS/VIDEOS

There have already been a number of cases where children and young people have been placed at risk as a result of the ability to discreetly record and transmit images through mobile phones. There is also scope for humiliation and embarrassment if films or images are shared on popular websites such as YouTube. The use of mobile phones in this way can be very difficult to monitor.

This Practice Note should be observed in relation to the use of mobile phones as cameras/videos. Particular care is required in areas where personal privacy is important e.g. changing rooms, bathrooms and sleeping areas. No photographs or filming should ever be permitted in such areas of personal privacy.

Members of staff and Associated Persons who become aware that inappropriate photographs or video footage has been taken in any of the above areas, whether by an adult or another child or young person, should immediately report the matter to the Wellbeing and Protection Department as per the [Responding to Concern Procedure](#).

INTERNET AND WEBSITE

The Scottish FA may post information, photographs and videos on its website which is available to all members of the public. In terms of publishing anything that includes an image or information about a child or young person, the following good practice should be followed.

USE OF IMAGES AND INFORMATION:

- Information published on the websites/social networking sites must never include personal information that could identify a child or young person e.g. home address, email address, telephone number of a child or young person. All contact must be directed to the Scottish FA
- Children and young people must never be portrayed in a demeaning, tasteless or a provocative manner
- Children and young people should never be portrayed in a state of partial undress
- Information about specific events or meetings e.g. coaching sessions must not be distributed to any individuals other than to those directly concerned
- Where an event or game will be streamed live appropriate consent will be sought from the young people and/or their parents/carers
- Photographs of children and young people attending games as spectators may be used by the Scottish FA for commercial purposes as specified in the terms and conditions for ticket purchase

STORAGE AND RETENTION OF IMAGES

The Scottish FA will ensure that all images, negatives, videos and photographs will be stored in a secure environment, whether digital or hard copy. These will not be kept for any longer than is necessary having regard to the purposes for which they were taken.

Images, negatives, videos and photographs will be reviewed regularly and held in line with the Scottish FA's Data Retention Schedule.





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