



West Park Leeds RUFC

Guidance on Photographic Imagery and Appropriate Use Of

The key points are:

- Please do not identify the young person by giving personal information which can lead to a child being identified. If it is necessary to name a child ensure you have written parental consent and have informed the parents as to how the image will be used. This is particularly important when issuing press releases and match reports.
- Photographs should be of the activity or team, not of one individual.
- Parental consent must be obtained for photographs to be taken whilst a child is either at the club or away fixtures. This can be done easily at the beginning of the season when obtaining contact information and membership details. There is an opt out box on the membership form, otherwise we as a club will promote rugby in line with the RFU guidance.
- Children must be appropriately dressed when being photographed. It is never acceptable to capture any images in changing rooms, showers or at any time when players are dressing. Please refer to the changing room policy.
- Images should be neither sexual, of an exploitative nature nor open to misinterpretation or misuse.
- Parents should be made aware if a film is being taken to be used as a coaching aid. Clubs and CBs should ensure that any footage will be carefully monitored and stored securely.
- When clubs meet for fixtures/festivals it is recommended that confirmation is obtained from each club that parental permission has been given for all the children participating. If there is a child who is the subject of a court order who should therefore not have their photograph taken, this should be addressed before the event.
- Parents should be aware that they may be asked to register their intention to take photographs. Commissioning Professional Photographers & the Local Media If the club commissions professional photographers or invites the press to cover an activity, ensure everyone is clear about each other's expectations. The key is to plan ahead and communicate early on.

For Festivals/Tours and Competitions. The Clubs and CBs should:

- Ensure that the photographer has been appropriately vetted prior to the event.
- Provide a clear brief about what is considered appropriate in terms of content and behaviour.
- Inform them of the club's commitment to safeguarding children.
- Establish who will hold the recorded images and what they intend to do with them.
- Issue the professional photographer with identification, which must be worn at all times.



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It is not an offence to take photographs in a public place. On privately owned or leased land it is the owner who may regulate whether or not photographs may be taken. Clubs must have their own photographic policy appropriate for their own specific needs and circumstances.

The RFU positively encourages parents and spectators to take photographs of participants involved in rugby union to celebrate the ethos and spirit of the sport. However, there may be circumstances where taking a photograph of a child might not be acceptable. Any photograph (digital or printed) which is produced and released into the public domain may be misused by anyone as once this has been done, control has been lost. In this day and age when it is so easy to upload or email a photograph within seconds of it being taken, it is worth taking a moment to consider the issue of control. Club Photographic Policy Common sense should be used when clubs write their photographic policy as it is not the intention of the RFU to prevent photographs being taken for legitimate purposes. Care should be taken when placing photographic images on club websites and promotional material.

