**Image & Video Recording Policy**

**Introduction**

New Milton Rugby Football Club (NMRFC) have adopted the RFU’s Best Practice Guidelines for photographic or recorded images including those taken by mobile phone or other digital media devices. This guidance relates mainly to the recording of children but is also applicable to adults.

As part of our commitment to ensure the safety of children, we will not permit photographs (images) or recordings of children to be taken or used without the consent from the parent(s) of the child. Whilst the policy relates to children, from a safeguarding perspective, it also applies to senior (adult) members of NMRFC and their use of image and video recordings.

NMRFC will take all steps to ensure images or recordings are used solely for the purposes they are intended i.e., the promotion and celebration of activities that are associated with rugby and that reflect the spirit and community of NMRFC.

NMRFC policy seeks to clarify and address the areas of image permission (from parents/individuals), control (distribution/promotion of content) and respect (individual rights not to publish content/removal when requested and respectful behaviour in social media channels by individuals).

**Explanations of ‘Image & video’, ‘Children’, ‘Parents’ and ‘Safeguarding’ and ‘Controlled Social Media Channels’.**

Image and video recording is defined as the recording of both the visual and audible components of individuals or groups of people.

Children are young people under the age of 18.

Parent(s) is a term that may include the child’s biological or adoptive parents or, be representative of their caregivers, guardians or, person with responsibility for the child at that time e.g, a teacher.

Safeguarding relates to the protection of children from harm or damage by using appropriate measures.

Control and ‘controlled social media channels’ mean social media channels that are administrated and controlled by NMRFC. For example, the official club Facebook page or, age group WhatsApp groups that are managed and

run by DBS cleared managers or coaches. Public channels are those not administered or controlled by NMRFC volunteers, members and officials.

**Approval**

The club committee approved this policy in February 2022. The policy was updated in February 2024.

**Applicability**

This policy is applicable club wide i.e., to everyone associated with NMRFC and to all age grade and adult playing groups. Where applicable, it should be read in conjunction with the NMRFC Social Media Policy (available on the NMRFC website) which deals with the distribution of images and content. There is overlap in some policy areas and, for ease of explanation, some policy threads are repeated in this document.

**Aims and objectives**

We are commited to providing a safe and enjoyable environment for children and adults. All images and recordings are used only with the participant’s consent (parental consent must first be sought and agreed upon for children). The participant’s image must be used appropriately and with due respect. This includes respecting the rights of adults or parents who may not want their image (or child’s image) to be recorded or published, for whatever reason.

By adopting this policy (in conjunction with the best practice set out in our Social Media Policy that deals with the distribution of images and content), we have put in place the guidance required to protect children wherever photographs or recordings are taken, stored and published.

**Key guiding principles**

* Permission must be sought (and approval granted) before recording images and video footage of children.
* Coaches and Managers (in particular) are responsible for knowing the image consent status of children in their age group. This is recorded in the child’s Game Management System (GMS) profile by their parent(s). Parental wishes must be respected at all times.
* Every effort must be made not to include additional identifying characteristics of children accompanying images and video recordings. These include, for example, school attended, phone numbers or address details or other interests. Including the child’s name and age group is acceptable (when permission has been granted) in NMRFC controlled channels. The same applies to adults. Always consult people first, prior to disclosing any personal details such as their mobile phone number or postal address in social media channels.
* Images and recordings should never be made when children are in a state of undress.
* The inappropriate recording of images or video footage or, any concerns over the distribution of images or recordings of children, must be reported immediately to the Club Safeguarding Officer. Any person(s) of concern who is/are recording live images of NMRFC children, should be challenged by NMRFC volunteers and officials. If you’re suspicious, challenge.
* Abuse of this policy by any member of NMRFC will be referred to The Club Committee and may result in disciplinary action being taken against the individual member(s) associated with posts, comments, interaction with or dissemination of inappropriate or offensive content. NMRFC reserves the right to notify and work with external agencies where matters of safeguarding arise.

**Policy guidance in detail**

Managers and coaches have a duty to ensure that parent(s) have consented to the taking and publication of photographs and/or video recordings of their child. Consent status is assigned within the RFU Game Management System (GMS) as part of the affiliation process and can be amended at any time. Both managers and coaches need to be aware of the status of their players and, especially, if any parent(s) has/have stated categorically that they do not want their child’s image to be taken or distributed. Status can be checked at any time within GMS. To avoid problems, we recommend establishing and reviewing each child’s status at the beginning of each season. Discussions can then be initiated about image recording and social media policies with all parents in the group. In so doing, we hope that any problems can be identified, and solutions found, before any policy breaches occur.

When pitch side, coaches/managers should ask the parent(s) present before taking pictures of the group. At this time, state that images and videos recorded may be used in, for example, NMRFC controlled social media channels. If asked, state which channels you intend to publish images in e.g., age group WhatsApp group, Spond etc. Respect the rights of parents and children where their image use is concerned. Do not circulate images or video recordings outside of NMRFC controlled channels.

Photography or video recordings should focus on the activity taking place i.e., a passage of play in a rugby match, rather than on a particular child. Where a child is part of a feature or, is being recognised specifically for their skill or achievements, parental permission must be sought before publishing content.

The purpose of recording children must always be clear. All children must be appropriately dressed for the activity taking place. It is unacceptable to record in and around changing areas or pitch side, if children are in a state of undress. Recordings of children should otherwise be limited to the pitch side and relate to either training or matches. For safeguarding reasons, the recording of children is not permitted in the bar area or mixed social spaces of the club house. Presentation evenings, prizegiving, post-match speeches, guards of honour and other events directly related to rugby are exempted from this.

Personal details that may make a child vulnerable, such as their address, contact details, school name, or other interests must not be revealed alongside their image. This applies to all social media channels outside the control of NMRFC. For example, personal Facebook pages, personal Twitter handles or private email distribution. The exception is for official material released to the press. Prior to publishing in press media channels, permission must first be sought and agreed by parent(s) of the child. Press related material will normally be coordinated by NMRFC officials.

Reflecting the RFU’s Equality Policy and, where possible, photographs or recordings should represent the diverse range of children participating in rugby at NMRFC.

Anyone taking photographs or recording at any NMRFC rugby event must have a valid reason for so doing and seek the permission of the organisers or, NMRFC officials in charge on the day. Ideally, this should be sought prior to the event. Recording must follow the NMRFC Image & Video policy and comply with NMRFC Social Media guidance.

Challenge and report to club officials any person(s) you observe recording children within the club environment or pitch side that raises your concern or suspicion. Report to the Club Safeguarding Officer any suspicious or concerning behaviour relating to the safeguarding of children.

All concerns regarding inappropriate or intrusive images, photography or recordings in circulation should be reported immediately to the Club Safeguarding Officer. This includes any concerns about image or video recording content that is posted in club controlled social media channels or,

that is commented upon or shared by senior (adult) members of the club that may, or may not, be rugby related.

When recording matches for training purposes using the VEO Sports Camera (or equivalent technology), permission must be sought from opposition coaches/managers who must first agree to their players being recorded. When requested, video footage must be made available to qualified opposition officials (DBS cleared individuals) once recording is concluded. The footage from such video recordings should not be published in social media channels (unless agreed first with opposition officials) or anywhere else it cannot be removed quickly if/when required. Video recordings taken for the purpose of review (training or matches) should be controlled by NMRFC officials and not published outside club controlled social media unless consent has previously been agreed by all parties. The same applies to recordings made using VEO or mobile phones/GoPro cameras etc by NMRFC coaches/members/players in support of their GCSE/A-level/Btec/degree studies or similar. In this instance, permission must first be granted by all parties prior to recordings being taken and used.

In the event of any disciplinary action or citing by NMRFC or opposition officials, all video recordings of games (and any incidents relating to games or otherwise), must be made available to the NMRFC Disciplinary Officer and/or Safeguarding Officer. Always ask permission from the opposing club officials before recording at away games. If asked to stop recording by officials, please do so immediately.

Where there is abuse of Image & Video Recording policies (and/or social media policy issues), the club reserves the right to block access to individuals from NMRFC controlled digital media platforms and channels. Because issues in social media can escalate very quickly, the Club’s Officers may decide, as a precaution, to block individuals as soon as they become aware of potential problems, and whilst they seek to establish facts, before deciding on the course of action to take.

**Publication of photographs or recordings**

Approved photographs or recordings (taken with parental or individual’s consent) may be published on the club’s website, newsletter or club’s official (controlled) social media outlets e.g., Facebook page. When permission has been granted, images or recordings may also be used in official press releases to various publications connected with the club (see also Social Media policy guidance).

**Removal of images or recordings and withdrawal of consent**

If, at any time, a parent or child wishes their image or recording to be removed from club controlled social media channels, every effort must be made to remove the content in a timely manner. For reasons of safeguarding, this includes instances where the parent or child requesting removal has previously (or historically) given their consent for publication in the RFU’s GMS. NMRFC officials will do their best to support removal. Where one parent withdraws consent for publication, this is considered a total withdrawal of consent for that child. Please advise parents to review the image status of their child via their GMS dashboard. The Club Safeguarding Officer must be notified of any issues relating to the removal of content.

**Inappropriate use of images and recordings**

If you, or anyone you know who is either connected to the club or otherwise, becomes aware that images or recordings are being used inappropriately and immorally/unethically, you must inform the Club Safeguarding Officer immediately or, if unavailable, report your concerns to any other member of the NMRFC Committee as soon as you become aware.

Images or recordings that capture serious injury, foul play, pitch side altercations, violence on/off the pitch or otherwise inappropriate behaviour must not be circulated/promoted or posted in public media channels by members of NMRFC. Any concerns relating to such material, that relate either to the conduct of opposition players, or of NMRFC players or officials, must first be raised with the Club Safeguarding and/or Disciplinary Officer, depending on the nature of the concern.

The NMRFC Committee reserve the right to sanction members of the club who abuse the Image & Video Policy or Social Media Policy. This includes blocking or banning individuals from participating in club controlled social media channels or, disciplining individuals on a case-by-case basis for serious breaches of policy. Where the safeguarding of children is concerned, NMRFC reserve the right to notify and work with external agencies in the interests of safeguarding children.