

# Wildfire Cheer C.I.C.

## Photography & Image Policy



At Wildfire Cheer, we occasionally take photos and videos at our classes and events, in order to celebrate and share the achievements of our members and for promotion of the club in general. We recognise the importance of implementing appropriate and proportionate safeguards around photography in a sporting environment for children and young people.

We acknowledge that without proper safeguards, images of children and vulnerable adults could be taken or used inappropriately, and our first responsibility is to safeguard and protect all members from harm. We also acknowledge that all adult members or parents/guardians of members under the age of 18, must give us their written consent before their/their child's image can be taken, used or shared by the club. The policy applies whether images are taken using cameras, mobile phones or any other equipment.

When taking photographs or videos of members, we will ensure that:

- We have explicit, written consent from the parent/guardian of any children under the age of 18
- We have also sought the consent of the child or adult we are photographing
- In most circumstances **coaches only** may take photographs and videos of children during classes
- No other individuals may take photographs or videos of children at our events or classes, unless they are approved by us and have been specifically asked to do so
- If we do ask other individuals (such as parent volunteers) to take photographs or videos at our events or classes, they are required to be DBS checked and clearly identifiable as an official photographer
- Any inappropriate or non-approved photography at our classes or events is challenged and dealt with
- All images are stored securely (see our 'Data Protection & Privacy Policy')

If we have gained written consent to do so, photos may be taken and used in the following ways:

- Images may be used for coaching purposes, such as to record routines and review skills
- Images may be shared with members and their parents/guardians privately, e.g. via email, messenger or in a private Facebook group
- Images may be shared publicly in print, e.g. in a local newspaper
- Images may be shared publicly online, e.g. on our website or a local news website
- Images may be shared publicly on social media, including Facebook and Instagram
- Images may be shared with other parties if we have gained explicit consent to do so from the member themselves and the parent/guardian if the member is under the age of 18.

When sharing photographs or videos online or otherwise publicly, we will ensure that:

- All images show members in a positive light and in a safe environment
- All images are appropriate and show members in a sporting context, so that the risk of misuse is minimised
- Member's names are not used alongside their image, or if they are this will only be if additional consent is sought and only their first name will be used
- Other personal information about individual members will not be used

Wildfire Cheer will take all steps to ensure that images are used solely for the purposes they are intended. If you become aware that these images are being used inappropriately you should inform Wildfire Cheer's Club Director (Hannah Bottomley) immediately.

The policy and procedures will be promoted and are mandatory for everyone involved in Wildfire Cheer C.I.C. Failure to comply with the policy and procedures will be addressed without delay and may ultimately result in dismissal/exclusion from the organisation.

## **Monitoring**

The policy will be reviewed every three years, or in the following circumstances:

- changes in legislation and/or government guidance
- as required by the Local Safeguarding Children Board, UK Sport and/or any future UK Sport recognised cheerleading NGB.
- as a result of any other significant change or event.

(Last reviewed May 2018)

Signed: Hannah Bottomley  
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