

Filming and Photography Policy

The Filming and Photography Policy provides guidance for Swim Ireland members taking and using images. This policy is not about preventing images being taken, but to ensure that only those who have a right to take images do so. Promoting the safeguards in place minimises the risk of inappropriate taking and use of images.

Definitions – specific to this policy

Event: may include competition, training session, social function or any activity organised at any level of Swim Ireland

Image: refers to all photographic and film/video footage.

Permission to take images

Permission must be sought by the club, region and Swim Ireland to ensure that young people and parents are aware of when and how their images may be used. Permission can be obtained through:

- Individual permission where permission is sought for a single or specific event and has not been sought generally through membership/competition entry/other contract means – an individual permission form is provided
- General permission granted through completion of membership/competition entry/other contract where permission is included as part of the form. The wording used on the individual form should be included.

For third party photographers, film/videographers or other organisations employed to take images each person must complete the Swim Ireland Self-Declaration Disclosure Form for Service Providers (see Recruitment). For any other person wishing to use photographic devices at events they must first register their device with the organiser. Each person registering a device will be required to produce photographic identification as proof of identity. A template Registration Form is provided.

Announcement at events regarding taking and the use of images

The club/region/Swim Ireland should ensure the following announcement is read out at the start and during an event to ensure everyone is clearly aware of the need to register:

“All persons wishing to take photographs or film footage at this event must first register their device(s) with (name of organiser). Please note photographic identification will be required as proof of identity.”

If a company/person has been authorised by completing the Swim Ireland Self-Declaration Disclosure Form for Service Providers, the following should be included in the announcement:

“(Name of company) has been authorised to take photographs of individuals in accordance with Swim Ireland policy.”

Taking images in certain environments

Swim Ireland members and third-party photographers, film/videographers or other organisations shall ensure that images are not taken in such environments considered inappropriate irrespective of any permission sought. In certain cases, it may be an offence to take such images.

Using any type of equipment to take images is banned in areas where people are changing or would normally expect their privacy to be recognised. Examples of such areas would include:

- Changing rooms
- Open changing areas such as ‘villages’,
- Individual changing/private cubicles provided for personal use
- Toilets
- Medical/physio treatment rooms

Flash photography is prohibited in an environment where any performance may be affected or there is the potential for its use to cause harm to the young person.

Types of appropriate images

Only appropriate images of children should be used, for example:

- Posed images such as during medal ceremonies, presentations or team shots where young people must be wearing t-shirt/top and shorts/tracksuit
- Action shots of young people where the focus is on the participation in the sport, not the athlete

Images of children should not be taken where the pose is inappropriate e.g. open legs; bending over from behind, etc.

Safe use of images

Images can be taken for a variety of purposes, including for administration or personal use, publicising the sport or aiding skill development within the particular aquatic discipline. Anyone taking images should be aware of an action pose that may be inappropriate; these are not suitable for use or publication.

Types of images and appropriate use:

- a) Personal images – images taken by parents or other family members during an event as a celebration of a young person's attendance or achievement. This includes the use of a professional photographer, with permission, taking images for the personal use of those attending. Other people may be included in an image and we expect parents and other family members to respect this by not distributing images publicly.
- b) Training images – images or footage taken during a training session or during an event specifically to aid the young person in the development of a skill or technique. These images should be taken by a qualified coach or a person specifically appointed by the young person's coach. These images may be used as examples of technique or mastery of a skill for teaching/coaching purposes and should not be distributed outside this specific use.
- c) Media images – images taken by an individual from the media, i.e. TV, newspaper or professional photographer where the images are to be used for publicity or promotion of the event or future events.
- d) Administration images – images taken for general administration purposes; including images used for membership cards, competition entries and could also include images that form part of an archive record.

Use of images on social media

Where images of young people are used on social media the person responsible for posting an image must be aware of the potential for an image to be used inappropriately. The following safeguards must be in place to protect young people:

- i) Personal details of a young person should not be included
- ii) Captions should be in keeping with the sport represented
- iii) The posting and any purpose should not breach the codes of conduct
- iv) The type of image should not breach guidance in this policy

Storage of Images

Storage includes any image stored as a hard copy and/or electronically as a soft copy, including images on social media, photographic archives, individual personal databases e.g. personal cameras, phones, etc. Parents are responsible for the safe storage of images relating to their own child/children. All other images should only be stored for defined and intended purposes e.g. membership, promotion, and/or archiving.

- If storage of images is required, the images must only be stored for the length of time for which they are needed
- If possible, avoid using the names of children, or any other identifying feature

Once images are no longer required, they must be properly destroyed. Digital images stored on computer systems need to be fully deleted, including deletion from the cache memory and/or temporary files.

Inappropriate Images

Taking inappropriate images

If there is any concern about the nature of any image taken this should be reported to the person in charge (in the club or event/activity) and/or the facility manager who will refer to the statutory authorities. The concerned individual may also report their concern directly to the statutory authorities.

Non-authorised taking of images

If you are concerned about an individual taking images at an event this should be verbally reported to the relevant person in charge or, if relevant, the facility manager. It may be necessary to report the non-authorised taking of images to the appropriate statutory authorities.

The person in charge will identify the person and check if their device is registered for the event. If not registered, the person must be asked to register their device, with appropriate identification. If the person is not willing to register their device, they should be asked to leave.

Where the event is open to the public e.g. where only part of the facility is being used, it will be necessary to report non-authorised taking of images to the facility manager who will take action according to the facility's own procedures.

Inappropriate use of images

Where there is a concern about the use of images this should be reported to the person in charge, if relevant, or directly to Swim Ireland who will take appropriate action. This will include reporting the alleged use to:

- The parent of any young person involved where identifiable
- The person responsible for posting the image
- The media platform i.e. Twitter, Facebook, WhatsApp, Instagram, print media etc.
- The statutory authorities

Inappropriate use of images is a breach of this guidance and the code of conduct and may result in a complaint/disciplinary procedure against those involved in Swim Ireland. Where there is a concern about the publication of an image in local or national newspapers you should contact the individual newspaper or the Press Council of Ireland and the Office of the Press Ombudsman – website <http://www.presscouncil.ie/>

Installation and use of CCTV (Closed Circuit Television)

The use of CCTV is a positive step in safeguarding those that use facilities. It is important that clubs using a facility are aware of CCTV blind spots (potential risk areas), who has access to the images, the use of images and the procedure for dealing with incidents or misbehaviour. The information regarding the presence of CCTV within a facility should be available to members and parents.

A club should have a copy of the facility's policy regarding the use of CCTV, usually as part of a club/facility agreement. Queries regarding the use of CCTV are a matter for the facility or the operating company. Any queries from members should be directed through the club as the club has the agreement with the facility.

The following information should be noted:

- The person in the facility who has day to day responsibility for the system and operation of the CCTV
- The number of cameras located in the specified areas
- Coverage provided for spectator areas (i.e. can someone misbehaving in this area or regularly turning up for less than innocent viewing purposes be monitored)
- Identify areas of the facility that cannot be monitored – if these areas are easily identified by anyone with intent it would be important to know to be extra vigilant
- The person during sessions who is responsible for monitoring the cameras and what is the policy for dealing with any perceived misconduct or incidents viewed at the time
- The person who has access to the password protected files

CCTV does not replace vigilance and proper supervision for training sessions and activities as required by Swim Ireland.

Individual Permission Form for taking or use of images

_____ (*insert Club/Region/Swim Ireland*) request permission to photograph and/or record video footage for _____ (*event/activity*).

Photographs/videos will be taken by an appropriate person appointed to do so by _____ (*insert Club/Region/Swim Ireland*). Any images will be used, held and stored in accordance with the Swim Ireland Filming and Photography Policy as specified in latest version of the *Swim Ireland Safeguarding Children Policies and Procedures*. No child/young person will be identified individually in any published image or film footage.

Consent

I confirm that I give permission to be filmed and/or photographed for the event described above. Any photographs and/or part of the video may be used in accordance with the Swim Ireland Filming and Photography Policy.

Athlete's name: _____ Membership no. _____
(Print name)

Athlete's signature: _____ Date: _____

If athlete is under 18 the parent/guardian must also sign to give consent:

I confirm that I give permission for my child to be filmed and/or photographed and confirm I am the legal parent/guardian of the above named young person.

Parent/Guardian's name: _____
(Print name)

Parent/Guardian's signature: _____ Date: _____

Notes

This permission will remain valid until _____ (*insert date*)

Swim Ireland Filming and Photographic Devices Registration Form

Event: _____ Date: ____ / ____ / ____ Venue: _____

1	Name	Phone number	Type of ID seen	Device name/type	Signature
2					
3					
4					
5					
6					
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8					
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10					
11					
12					
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16					
17					
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Registration process: 1. Check ID of person wishing to register and record; 2. Ask person to complete name and phone number; 3. Fill in device name and type; 4. Ask person to sign