



Photography Guidelines

Photography Guidelines

FC Durham Academy (FCD) utilizes photography and video to celebrate and publicize our players achievements and involvement, as well as promoting programs to encourage participation. The below guidelines are in place to protect children from the inappropriate use of their image in resources and media publications, on the internet and elsewhere.

Parental Permission

All FCD registrations forms for teams and programs have a section requesting parental consent for photography and videographer:

“I specifically grant permission to FC Durham Academy to use my/my child’s likeness, voice and words in television, radio, film, newsletters, magazines, website, and other media; and, in any form not heretofore described, for the purpose of advertising, instructing or communicating activities of FC Durham Academy.”

Children may be identified, contacted or groomed

FCD will not include personnel information alongside an image of a vulnerable individual’s that are minors. We are aware there is increased risk of identification of, and contact with:

- By someone in circumstances where there are legal restrictions – such as if the child is in local-authority care or placed with an adoptive family.
- Where it’s potentially dangerous to reveal the child’s whereabouts to an estranged parent due to previous concerns about domestic violence.

Someone might make inappropriate or illegal images of children

FCD will always consider the following when using photos or videos of team personnel, players, parents and spectators:

- Images of players changing will not be taken

- Photos or videos will not be taken in washrooms or change rooms
- Images that appear ambiguous can be used inappropriately and out of context by others
- Images can easily be copied and edited, perhaps to create child-abuse images
- Images shared privately online can be re-shared, possibly entering the public domain on websites or social media.

Management of images of young people for publication, promotion or coaching

In order to minimize the risk, FCD follows these guidelines when

- Think carefully before using images showing children and young people on the website, social media and other publications.
- Choose images that present the activity in a positive light, and promote the best aspects of the sport and FCD.
- Do not supply full names of minors along with the image, unless we have the parent consent and it is in the best interest of the child.
- Only use images of children in suitable dress or kit.
- Avoid images and camera angles that may be more prone to misinterpretation or misuse than others.
- Provide team personnel who use images of players as part of their training with clear guidelines by which they are required to comply, including: use of the images, consents, and retention, safe storage and confidentiality.

Reporting Concerns

All team personnel, employees, players and parents that have a concern regarding inappropriate or intrusive photography can report this concern to our Player Well Being Officer. These concerns will be dealt with in the same way as any other child-protection issue.

Secure Storage of Images

All FCD images and video recordings of children are kept securely in protected folders within Dropbox, laptops and external hard drives.

Photography by parents and spectators at events

All FCD events have a photography policy that follows these guidelines in order to minimize risk:

- A spectator photography policy in place that involves a registration of individuals who intend to take photos
- The photography rules will be clarified and promote to all staff, volunteers, spectators, parents and players.
- Establish a procedure to respond to and manage any concerns arising, including clear reporting structures and a system to contact police when necessary.