**MEDIA POLICY (PHOTOGRAPHING, FILMING, AND USE OF IMAGES OF CHILDREN AND YOUNG PEOPLE)**

Disability Sport and Recreation Hawke’s Bay (DSRHB) recognises Te Tiriti o Waitangi as Aotearoa New Zealand’s founding document and is committed to actively engaging and promoting the five principles of Tino rangatiratanga, Equity, Active protection, Options and Partnership.

**Background**

Capturing images and videos of children and young people is a great way of celebrating achievements and promoting the activity, recreation, or sport. Coaches use photographs and videos to assist with coaching and skill development. However, consideration must be given to informed parental consent, the approval of the devices images may be taken on, and how these are stored and used. Consent gained for photographs or video does not extend to the technology that allows capturing and sharing of images such as via webcams and chat rooms.

Advances in technology that allow us to capture digital images and videos have resulted in the reality that children and young people are at risk of abuse, bullying, cyber-bullying, and child sexual exploitation from image sharing. Their right to privacy may be breached, putting high-profile or already vulnerable children and young people at risk if not managed correctly.

Images can be shared in a click or easily printed off, and as a result, image usage comes with an obligation to ensure the rights and safety of the children and young people captured in images are protected.

**The risk comes from:**

* Taking inappropriate or illegal images of children and young people.
* Children and young people taking and sharing inappropriate images of their friends and teammates.
* The image and identification of the child or young person in the wording relating to the image may result in them being identified, contacted, or groomed, either face-to-face or via a social media platform.
* Publication or sharing of images inappropriately to exploit, embarrass, or harass children and young people.
* Parents and caregivers may give consent but not fully understand which device will be used, who it belongs to, or how images and recordings are shared and stored.

**The purpose of this policy**

The purpose of this policy is to provide guidance to protect and safeguard children and young people and identify any breaches swiftly.

**Who this policy and procedures apply to**

This policy applies to all staff, contractors, and volunteers providing services for or associated with DSRHB.

The policy applies to all children and young people who staff and regular volunteers come into contact with while carrying out their role at DSRHB. Everyone wishing to film or take photos of children and young people at DSRHB has a responsibility to comply with the following guidance.

**Safe use of images of children and young people**

* All staff members, contractors, and volunteers will be made aware of this policy and receive training.
* All children, young people, parents, caregivers, and whānau will be made aware of this policy.
* Ensure parental/caregiver/whānau consent is obtained via DSRHB Consent Form (as part of Terms and Conditions agreed to on sign up as a Member of DSRHB). https://www.disabilitysporthb.co.nz/terms-and-conditions/
* Verbal consent alone must not be accepted under any circumstance.
* If parental consent is not given, inform approved photographers and staff of any children and young people who must not be photographed.
* Do not publish photographs with the full name(s) of children and young people unless you have written parental consent and have informed the children, young people, parents, or caregivers and whānau how the photograph will be used.
* Do not use images of children and young people and detailed personal information in publications, including websites or blogs.
* Promote a culture within DSRHB that the reporting of breaches of this policy by staff and volunteers is in order to keep children and young people safe.
* Consider the purpose of capturing the image. Is it necessary? Does it benefit the child or young person or DSRHB? Could a file image or illustration be used?

**Minimising the risk**

* Photography in changing rooms, toilets, and showers is not allowed under any circumstances.
* Parents, caregivers, whānau, and the children and young people must not take images of themselves or other children and young people in a changing room, toilet, or shower.
* Children and young people must be dressed in kit related to the sport, recreation, or activity and in clothing that does not expose them unnecessarily.
* Images should focus on the activity or sport rather than individual children and young people where possible.
* Inform parents or caregivers prior to the event that an approved professional photographer will be in attendance.
* Do not permit or ignore unsupervised access to children or young people by an approved photographer or by any person taking photographs on behalf of DSRHB.

**Storage and sharing of images**

* Photographs or recordings of children and young people must be kept secure and not shared unless for the purpose the image was taken in accordance with the signed parental consent form.
* Photographs and recordings must only be shared with approved staff members, e.g. the person responsible for marketing, social media, or newsletters.
* Breaches related to the storage and sharing of images and recordings must be reported to DSRHB Child Safeguarding Representative (CSR) immediately.
* Hard copies must be kept in a locked cupboard or drawer.
* Photographs and recordings must not be stored on personal computers, laptops, memory sticks, memory cards, or cell phones. Photographs are stored in the Google workspace cloud account.

**Responding to complaints and concerns**

It is important that concerns or allegations related to the inappropriate taking or use of images of children and young people are dealt with in the same way as any other child protection issue. This includes concerns about professional photographers. Always consult with your CSR and follow DSRHB Child Safeguarding Policy.

* Do not permit or ignore one-to-one photo sessions with an approved photographer or a person taking photographs on behalf of DSRHB.
* Do not permit or ignore photo sessions away from the event – for instance, at a young person’s home.

**Respecting the rights and wishes of the child or young person**

* Inform children and young people prior to the event that an approved photographer will be in attendance. Ask for their consent for photos to be taken.
* Inform children and young people of this policy and safe working practices related to this policy to enable them to alert DSRHB of any breaches.
* At the time, prior to capturing the image or recording, obtain verbal consent from the child or young person to ensure they are happy to proceed, even if parental consent was obtained.
* Explain to the child or young person the purpose of capturing the image and how it will be used and stored.
* Offer to show the child or young person the image to ensure they are happy for it to be used prior to sharing or publicising.
* If they decline, do not proceed, even if a parental consent form is signed.
* In situations when parental consent is not given, it must be respected and communicated with staff members to ensure the rights of the child are safeguarded and protected.
* Full names of children and young people should never appear alongside their image on any organisation’s social media platforms.

In accordance with DSRHB’s Media Policy (Photographing, Filming, and Use of Images of Children and Young People), DSRHB does not permit photographs, videos, or other images of children and young people under the age of 18 to be taken without the consent of the child or young person’s parent or caregiver.

DSRHB uses photographs and video recordings to celebrate the success of our members and for promotion and marketing purposes. The identification of the child or young person will not be disclosed unless the photograph is used to celebrate individual success. We will always take great care to only show photographs and video recordings that are child-safe and appropriate.

Any advancement in technology leading to new ways in which images may be captured or shared after the date of signing will require a separate consent form to be completed.

|  |
| --- |
| Policy developed by: Disability Sport and Recreation Hawke’s Bay and informed by Sport NZ Policy docs |
| Date reviewed and adopted: 2024 |
| Due date for Policy Review: 2026 |
| File location: googledrive/policies/ Media Policy (Photographing, Filming, and Use of Images of Children and Young People) |