



Reading Swimming
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Photography Policy

(as seen in Wavepower 2020/23, Section 2.4, page 86-88 Swim England Photography Guidance)

UPDATED 26th September 2022

This policy applies to all photographs taken on film or digital camera (including mobile phones) and all sorts of moving pictures including video recordings (and video streaming).

The terms 'child' or 'children' include anyone under the age of 18 years.

This policy has been written with reference to the Swim England guidelines on Photography and the use of mobile phones.

Aims of the Policy

To avoid three potential sources of child abuse:

- The use, adaptation or copying of images for child abuse, either on the internet or in print.
- The possible identification of a child when an image is accompanied by significant personal information which, could lead to the child being groomed.
- The identification and location of children where there are safeguarding concerns.

Policy

1. It is recognised that most leisure centres and meets will have procedures regarding the use of equipment that can take a photograph or moving image. Parents and carers are asked to respect the site or event's procedures.
2. The publishing of a photograph of a swimmer under the age of 18 either on a notice board, published article, the Club's website, social networking sites e.g. Facebook; Twitter; Instagram; Snapchat etc and video recording (including video streaming) of a competition ('publication') should only be done with parental consent and in line with Swim England guidelines.
3. A parent or guardian has the right to refuse to have their children photographed. Any photo that may go to press or on a notice board, be it through a member of the Club or official photographer, should have received parental consent before publishing/displaying the photo, preferably in writing.
4. Under Swim England's guidance on the taking of photos, once a Parent has signed the Club's Photography Consent Form, we are happy for them to take photos on the belief that their Swimmer is the main subject of the photograph. Other competitors nearby may be included in the shot but should not be the main subject of the photo.
5. In the case of open meets and other competitions where the host club has an official photographer present, all Parents attending should be made aware of this in your meet details. If photos are to be published anywhere, the individual Parent should be given the



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opportunity to withhold their consent. Their right to do so should be specifically drawn to their attention.

All photographs must observe generally accepted standards of decency in particular:

- Action shots should be a celebration of the sporting activity and not a sexualised image in a sporting context.
- Action shots should not be taken or retained where the photograph reveals a torn or displaced swimming costume.
- Poolside shots of Children should be above the waist only in a swimming costume, though full length tracksuit shots are approved.
- Photographs should not be taken from behind swimming blocks at the start of a race or exhibit young swimmers climbing in and out of the swimming pool.

Published photographs may identify the Swimmer by name and Club but should not state the Swimmer's place of residence or school attended. Swim England do not want to stop Parents photographing their Children if they wish to capture that 'moment of glory'; but all clubs have to ensure they do all they can to safeguard Children's well-being in the current climate of concern.

The Official Photographer

Their role is to take appropriate photos that celebrate and promote swimming.

Anyone in this role should be Disclosure and Barring Service (DBS) checked and when using a self-employed photographer, Swim England recommends that the Club ask to see proof that the photographer has a current DBS check and references from other service users.

When taking any images, the photographer should:

- Focus on the activity rather than the individual Child.
- Include groups of Children rather than individuals, if possible.
- Ensure all those featured are appropriately dressed.
- Represent the broad range of Children participating in sports.
- Be screened to ensure their suitability of working with children and then provide guidance

for them in the Club's child safeguarding policies and procedures.

- Receive clear instructions, preferably in writing, from the Club at an early stage.

Good Practice Guidance on Filming Children during Club Sessions

Any filming must be justified by the Club as to why the film has been made (e.g. to assist in swimming stroke development)



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Assuming filming is justified, written consent is required from the parents of the children with an invitation to the parents to attend the videoing and subsequently view the video. After filming, unless it can be justified as to why the footage is to be kept, it should be destroyed once it has served its purpose.

Filming should cease and/or the footage destroyed should any concerns be raised or if consent is withdrawn.

Mobile Phones

Clubs should remind members that any photos taken should fall within the Swim England guidelines and that if mobile phones are taken into changing rooms, the facility to take photos or videos must not be used.