
GUIDELINES ON RECORDING & PUBLISHING IMAGES OF YOUNG PEOPLE IN HOCKEY

These England Hockey guidelines have been developed to provide all hockey stakeholders and partner service providers with best practice advice on the use of images of young people. This factsheet should be used in conjunction with factsheet 15.

England Hockey recognises that the use of publicity and images of young people enjoying hockey is essential to promoting the sport. Observing the following guidelines will enable this to continue whilst also safeguarding the welfare of young people.

There are three key areas of concern relating to child welfare and the use of images of young people;

- The taking of inappropriate photographs or recorded images of young people
- The possible identification of young people when a photograph is accompanied by inappropriate information
- The inappropriate use, adaptation or copying of images for use on child pornography websites

Recording Images

There have been concerns about the risks posed directly and indirectly to young people through the use of photographs on sport websites and other publications.

Therefore, the following guidelines should be followed:

- All young people featured in photographs/recordings must be appropriately dressed with outer clothing covering their torso from at least the bottom of their neck to their thighs (i.e. minimum of vest/shirt and shorts)
- The photograph/recording should ideally focus on the activity. Where possible, images of young people should be recorded in small groups, not individually.
- Coaches and teachers should still be allowed to use video equipment as a legitimate coaching aid and means of recording special occasions. However, care should be taken in the dissemination and storage of the material.

Publishing Images

- If a photograph/recording is used, personal details of young people should never be revealed (email address, contact numbers, home address etc.)
- Ask parent/guardian AND the young persons permission to use an image of a young person. This ensures that parents/carers and the young person are aware of the way the image is representing the sport. A photography consent form (Template 18) is the best way of achieving this.
- Where a story concerns an individual (e.g. selection for a representative side, triumph over adversity), particular attention should be paid to ensuring permission is gained from a parent/guardian and the young person to use an image.
- The simultaneous streaming of images onto a website is not recommended. Delayed streaming also provides an opportunity for the editing of inappropriate clips. (In particular, to guard against the possibility of a young person under a court order appearing on a website)
- All access to recorded images should be restricted. It is recommended that where images are acquired for distribution (including commercially) access to them is by individual registration.

Furthermore, sets of images (i.e. an event, a match) should be restricted by set. Open access to images on a website should never be available.

- Where video/film clips are delivered from your own server, that material can be downloaded. It is therefore recommended that you use an independent server so that material cannot be accessed, copied or downloaded.

For further information/clarification or guidance please contact the England Hockey Child Welfare Officer.