

POLICY 7

Name of organisation:

Media Policy

(Photographing, Filming and use of Images of Children and Young People)

Commitment to Te Tiriti O Waitangi

(insert name of organisation) recognises Te Tiriti o Waitangi as Aotearoa New Zealand's founding document.

(insert name of organisation) is committed to upholding the mana of Te Tiriti o Waitangi and the principles of Partnership, Protection and Participation.

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 team-mates
- The image and identification of the child or young person in the wording relating to the image may result in them being identified (such as adopted children), contacted or information gained to enable grooming, 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, how images and recordings are shared and stored.

The purpose of this policy

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

Who this policy and procedures applies to?

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

(insert name of organisation). The policy applies to all children and young people who staff and regular volunteers come into contact with while carrying out their role at

(insert name of organisation).

Everyone wishing to film or take photos of children and young people at

(insert name of organisation) 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

(insert name of organisation) Consent Form - Use of Imagery (Appendix 8).

- 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 you 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

(insert name of organisation) 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

(insert name of organisation)? 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.
-

(insert name of organisation) will use an approved photographer to capture images who has undergone recruitment and Police vetting following

(insert name of organisation) Safer Recruitment Policy to comply with The Children Act 2014.

- Ensure the approved photographer has a copy of this policy and provide the photographer on the day with a copy of this policy.
- Check the photographer's identity, the legitimacy of their role, and the purpose and use of the images to be taken.
- Inform parents or caregivers prior to the event that an approved professional photographer will be in attendance.
- Ensure the approved photographer has clear ID that is visible at all times.
- 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

(insert name of organisation).

- Do not permit or ignore one-to-one photo sessions with an approved photographer, or person taking photographs on behalf of

(insert name of organisation).

- Don't permit or ignore photo sessions away from the event – for instance, at a young person's home.
-

(insert name) and

(insert name) are the staff members approved by

(insert name of organisation) to take images of children and young people.

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

(insert name of organisation) 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 organisations social media platforms.

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

(insert name of organisation) 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.

Responding to complaints and concerns

It is important that concerns or allegations related to 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

(insert name of organisation) Child Safeguarding Policy.

APPENDIX 8

Name of organisation:

Consent Form – Use of Imagery

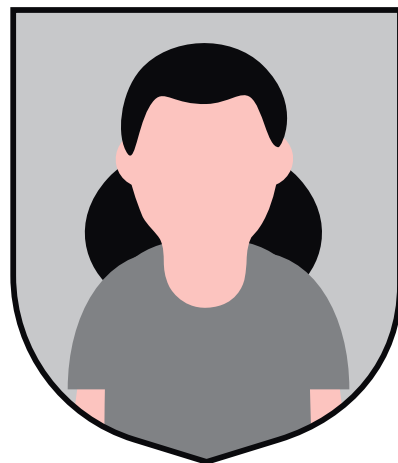
In accordance with

(insert name of organisation)'s Media Policy (Photographing, Filming and use of Images of Children and Young People)

(insert name of organisation) does not permit photographs, video 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.

(insert name of organisation) 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.



To be completed by parent, caregiver or whānau and relates to:

Name of child or young person:

- I give permission for images be used within

_____ **(insert name of organisation)** for display purposes.

- I give permission for images to be used within other printed publications.
- I give permission for images to be used on the

_____ **(insert name of organisation)** website.

- I give permission for the above-named to be recorded/filmed for use on the

_____ **(insert name of organisation)** website.

- I give permission for the above-named's photograph to be used on

_____ **(insert name of organisation)** social media pages.

- I give permission for the above-named to be recorded/ filmed for use on

_____ **(insert name of organisation)** social media pages.

- I give consent to photographs and images of the above-named only to be captured on devices approved in line with the

_____ **(insert name of organisation)**'s Media Policy (Photographing, Filming and use of Images of Children and Young People).

- I give consent for photographs and images of the above-named only to be shared by the means detailed in

_____ **(insert name of organisation)**'s Media Policy (Photographing, Filming and use of Images of Children and Young People).

- I give permission for the above-named's first name only to be published with any photograph.
- I have read or made aware of how photographs or videos will be shared and stored by

_____ **(insert name of organisation).**

- It is my responsibility to inform

_____ **(insert name of organisation)** of any changes in the above-named's situation that may result in me denying consent for the capturing, sharing or storing of photographs or video's, or the identification of the above-named alongside such images.

Print name of parent, caregiver or whānau:

Signature of parent, caregiver or whānau :

Date:



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New Zealand Government

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