

JCAT Photography & Video Policy - 2026

JCAT Swim

Based on the USA Swimming Model Photography Policies updated April 16, 2026.

Purpose

JCAT Swim is committed to protecting the safety, privacy, and dignity of its athletes while allowing appropriate photography and video that celebrates swimming, recognizes athlete accomplishments, supports training, and promotes team activities.

Parent / Legal Guardian Consent

JCAT will obtain parent/legal guardian consent before publishing an identifiable photograph or video of a swimmer under age 18 together with personally identifying information, including use on JCAT websites, social media, promotional materials, articles, bulletin boards, or other public-facing JCAT communications.

Parents/legal guardians have the right to refuse photography or publication involving their Minor Athlete. Refusing consent will not be used by JCAT to limit or deny an athlete's participation in JCAT or USA Swimming activities.

Parents/legal guardians may change or withdraw their consent by notifying JCAT in writing.

Appropriate Photography and Video

- Photographs and videos of JCAT athletes must be appropriate to the sport and respectful of the athlete.
- Action photographs should celebrate swimming and athletic participation and must not portray athletes in a sexualized, embarrassing, or inappropriate manner.
- Photographs should not be taken or retained when a swimsuit is torn or displaced.
- Photographs must not be taken directly behind starting blocks while athletes are in the starting position.
- Photographs should not depict an athlete climbing out of the swimming pool in a manner inconsistent with USA Swimming photography standards.

Prohibited Locations

Photography, videography, voice recording, and use of any device's recording capabilities are prohibited in locker rooms, bathrooms, changing areas, and other locations where individuals have a reasonable expectation of privacy.

Any narrowly applicable exception expressly permitted by the JCAT MAAPP remains subject to all MAAPP requirements.

Meets and Competitions

Swimming competitions may involve photography, videography, or livestreaming by the meet host, facility, media, spectators, or other authorized individuals.

Parents/legal guardians should review the photography and livestreaming provisions associated with individual competitions. In some circumstances, entry into a meet may include consent to photography, video, or livestreaming under the meet's rules.

JCAT cannot guarantee that an athlete will not appear incidentally in photographs, videos, or livestreams controlled by another organization at a competition or public event.

Official Photographers

When JCAT uses an official photographer, parents/legal guardians will be informed when reasonably practicable. JCAT will respect applicable parental consent regarding JCAT's publication or display of identifiable photographs or videos of Minor Athletes.

Training Video

JCAT may use video as a coaching and instructional tool when appropriate. Parent/legal guardian consent for JCAT training video involving a Minor Athlete will be documented through the JCAT Photography & Video Consent Form.

Training video must be captured, stored, and used in a manner consistent with JCAT policies and applicable Safe Sport requirements.

Social Media and Public Use

JCAT will only publish photographs and videos of Minor Athletes in accordance with documented parent/legal guardian consent.

JCAT will make reasonable efforts to avoid unnecessarily publishing personal information about Minor Athletes. All JCAT social media and electronic communications remain subject to applicable MAAPP requirements.

Reporting Concerns

Concerns regarding inappropriate photography, video, recording, publication, or use of an athlete's image should be reported promptly through the appropriate JCAT or Safe Sport reporting channel.

Photography or recording that may involve abuse, exploitation, sexual misconduct, or another matter within the jurisdiction of the U.S. Center for SafeSport, USA Swimming, law enforcement, or child-protection authorities must be reported through the appropriate external reporting process.

Related Policies

- JCAT Minor Athlete Abuse Prevention Policy (MAAPP) - 2026
- JCAT Locker Room, Changing Area & Bathroom Supervision Policy - 2026
- JCAT Parent & Athlete Code of Conduct - 2026
- JCAT Grievance Procedure - 2026