

PHOTO POLICY

DATE: December 2018

Updated: December 2019, 2020, 2021, 2022, 2023, 2024

Kingfishers Swim Schools



'Incorporating Swim England's relevant policy, as set out in Wavepower 2024-2027'

Objectives

This policy applies to all photographs taken on film or digital camera (including mobile phones, tablets, laptops etc.) and all moving pictures including video recordings (and video streaming) etc. 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. The aims of this policy are 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

In addition to this policy, it is recognised that most swimming pool operators will have their own procedures regarding the use of equipment that can take a photograph or moving image. Parents/ guardians are asked to respect the site procedures. The pool providers where Kingfishers Swim School run swimming lessons, have stipulated that no photography or filming is permitted, unless by a professional photographer and under the guidelines stated in this document. Photographs taken by parents/guardians are prohibited as they may indirectly include other swimmers who have expressly forbidden having their picture taken. For the avoidance of doubt, there is a 'No photography or filming' rule at these pools apart from on specified weeks which are advertised beforehand. Account holders agree to this in the terms and conditions document at the point of purchasing lessons with Kingfishers Swim School.

The publishing of a photograph of a swimmer under the age of 18 either on a noticeboard, published article, Kingfishers Swim School's website, social networking sites e.g. Facebook; Twitter; Instagram; Snapchat etc and the video recording (including video streaming) of a lesson, competition or event should only be done with parental consent and in line with Swim England guidelines.

A parent or guardian has the right to refuse to have their children photographed. Any photo that may go to press or on a noticeboard, be it through the swim school or official photographer, should have received parental consent before publishing/ displaying the photo, preferably in writing, although not always necessary.

Where Kingfishers Swim School has an official photographer present, all parents attending should be made aware of this. If photos are to be published anywhere, the individual parent should be given the opportunity to withhold their consent. Their right to do so will 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.

- Photographs should not exhibit young swimmers climbing in and out of the swimming pool. Published photographs may identify a swimmer by first name but should not state the swimmer's place of residence or school attended.

The Official Photographer

The official photographer's 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 Kingfishers Swim School ask to see proof that the photographer has a current DBS check and references from other service users.

Good practice guidance on filming children during swim sessions

Any filming must be justified by the swim school as to why the film has been made (e.g. to assist in swimming stroke development or advertisement for the Kingfishers Swim School)

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.

Portable devices, including mobile phones, tablets etc.

We remind members that any photos taken should fall within the Swim England guidelines and that if mobile phones, cameras, laptops or other recording devices are taken into changing rooms, they must not be used.

Photo Week Rules

On certain weeks, usually at fun swim, photos may be taken by parents/guardians. However, they must follow the rules below to safeguard our swimmers and their families:

Photos/video should only be taken of their own child.

No photos/videos should be taken in the changing areas.

No photos/video should be uploaded to social media if it contains images of other participants unless you have consent from those participants and parents if under 18.

Underwater photography is permitted, only where the swimmer is against the side of the pool with no one behind them and the photo is being taken by their parent/guardian for family use.

All photography taken must be decent with no undressing beyond the swim suit.

Senior staff may take photographs with the parent's permission. Permission will also be gained before using on social media, newsletters or advertising.